

NEWS BRIEFS

Social media, Nordstrom, gold prices and Trump – News briefs

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By STAFF REPORTS

Today in luxury marketing:

Luxury brands and social media: Opportunity or trap?



Luxury brands were initially hesitant to embrace the digital sphere after decades of fostering exclusivity through restraint, yet now it would be difficult to imagine the communications landscape without it, according to the Luxury Society.

[Click here to read the entire story on the Luxury Society](#)

Nordstrom profit slips, Rack shines

The department store's off-price chain saw net sales increase 18.9 percent and same-store sales grow 7.7 percent during the second quarter, WWD reports.

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Faster, higher, stronger: Luxury pricing goes for gold

It is the most expensive brands, dubbed "absolute" luxury - among them Hermes, Van Cleef & Arpels and Bottega Veneta - that are growing the fastest of all, thanks to emerging market demand, particularly from China. If, like French fashion house Balmain, you can

sell a ripped cotton tee-shirt for more than 1,000 euros, one might wonder if there is any price well-heeled customers will not pay, Reuters reports.

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[Pune to get a taste of Trump luxury](#)

U.S. real estate tycoon Donald Trump is keen to export his brand of luxury properties to India. Next up: Pune, according to the Wall Street Journal.

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