

NEWS BRIEFS

## Brazil, London commerce, China and Saks – News briefs

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By STAFF REPORTS

Today in luxury marketing:

### [Brazil emerging as luxury force](#)

Fueled by a boom of both the financial and creative kinds, the country is making a real impact on the fashion and accessories worlds at multiple levels—from serving as a leading design and retail inspiration (even Macy’s held a spring promotion called “Brasil: A Magical Journey”) to becoming an emerging market for luxury brands, per WWD.

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### [London's luxury stores win some gold](#)

While the Olympic Games proved a damp squib for many London businesses, the capital's upmarket retailers have cashed in at the tills. Well-heeled tourists have flocked to expensive shopping districts and big department stores in London's West End between trips to venues around the capital to watch the sport during the 17-day extravaganza which ended Sunday, the Wall Street Journal reports.

[Click here to read the entire story on the Wall Street Journal](#)

### [Consumer growth could buoy China's slowed economy](#)

Soaring numbers of Chinese tourists packed onto flights out of the country is a sure sign that the members of a fast-growing consumer class of about 130 million are not worried that what will probably be the slowest year of economic growth since 1999 will sap their spending power, according to the New York Times.

[Click here to read the entire story on the New York Times](#)

[Saks' second quarter a window on luxury](#)

Luxury retailer Saks Inc. reports its fiscal second-quarter results before the regular markets open Tuesday, Aug. 14. The numbers should give insight into the strength of the luxury sector and whether the financial crisis in Europe is hurting the retailer's tourist business, Businessweek reports.

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

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