

NEWS BRIEFS

Tiffany, John Galliano, China and BMW – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Tiffany has luxury of time](#)

Nobody expects Tiffany's second-quarter results Aug. 27 to be any good. Even so, investors might be surprised by how tough things have gotten, according to the Wall Street Journal.

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[Galliano stripped of Legion of Honor](#)

John Galliano, ousted from Christian Dior and his signature fashion house last year in the wake of drunken outbursts at a Paris café, is not out of the woods yet. On Friday, Aug. 24, word surfaced that the disgraced couturier, decorated as a Chevalier of the Legion of Honor at the Elysée Palace in 2010, has been stripped of the merit award, WWD reports.

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[China's luxury appetite a boon for Scotland](#)

While China's wealthy urbanites are cutting back on conspicuous consumption this year, particularly in the run-up to this fall's decennial government changeup and amid a tougher

overall economic climate, one market that stands to continue to gain from China's evolving luxury demand is Scotland, said Jing Daily.

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BMW battles to retain dominance in luxury market

Last year, the BMW logo adorned more luxury cars than any other brand sold in the United States, and BMW's formidable reputation for making its self-proclaimed "ultimate performance machines" establishes it as the king of the hill that virtually every high-end automaker targets, from German rival Mercedes-Benz to Toyota's Lexus. Time and time again, that has proven easier to say than do, and BMW has continued to gain ground in recent years. But it certainly does not mean that competitors are backing down, per NBC News.

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

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