

NEWS BRIEFS

LVMH, W magazine, Anya Hindmarch and luxury automakers – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Clouds are gathering For LVMH, luxury: Sales increases may be more modest](#)

A profit warning by Burberry some weeks ago began to cast a shadow over the luxury industry, which has shown resilience to the economy's impact on most consumer sectors, according to Forbes contributor Walter Loeb.

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[Lucy Kriz named W publisher](#)

Lucy Kriz has been tapped as W magazine's next vice president and publisher. The appointment, which is effective immediately, follows the departure of Nina Lawrence, W's former publisher, who held the post for seven years and decamped earlier this month for The Wall Street Journal, WWD reports.

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

[Anya Hindmarch: "Luxury is more about a good story than a label"](#)

Luxury brands can be divided into two categories: those that offer what the new world wants, and those that provide for the established market, says Anya Hindmarch on

the Daily Telegraph.

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

[Ford's Fields says luxury automakers pull ahead discounts](#)

Luxury automakers are moving up their annual year-end discounts earlier in 2012 in a bid to outsell one another in the United States, said Mark Fields, president of the Americas at Ford Motor Co., according to Bloomberg Businessweek.

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

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