

NEWS BRIEFS

Cyber Monday, Givenchy, Aston Martin and Fisker – News briefs

November 28, 2012



By STAFF REPORTS

Today in luxury marketing:

[Mobile, early birds alter Cyber Monday landscape](#)

While thousands flocked to their computer screens at home and work on Cyber Monday, Nov. 26 to take advantage of online deals, the digital barrier between Black Friday and Cyber Monday is starting to erode, with more online shopping than ever starting as early as Thanksgiving Day, WWD reports.

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[H&M is not collaborating with Givenchy or anyone else in 2013](#)

The Internet barely had time to collect itself in the wake of Fashion Industry Confessions announcement that Givenchy would partner up with H&M next year, before the French house shut it down, calling the rumors "false," per Racked.

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[In Aston Martin deal, current owner is to keep control](#)

The Kuwaiti finance house seeking to sell part of Aston Martin Lagonda Ltd. needs to retain a majority stake in the British luxury sports car maker to avoid upsetting the

company's capital structure, according to two people familiar with the matter, as it scrutinizes rival bids from Italian and Indian companies, The Wall Street Journal reports.

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[GM's ousted marketing chief hired to help Fisker off the ground](#)

Joel Ewanick, who was responsible for General Motors' multi-billion-dollar global marketing budget before he was fired last July, now has a very different marketing mission: helping start-up Fisker Automotive, a maker of luxury plug-in hybrids, get out of the starting gate, according to Forbes.

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

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