

NEWS BRIEFS

PPR, Maserati, BMW and Patek Philippe – News briefs

December 11, 2012



By STAFF REPORTS

Today in luxury marketing:

[PPR aims to buy more Chinese luxury brands](#)

The Paris-based group said Dec. 9 that it had bought Qeelin, a Hong Kong-based jeweler, for an undisclosed amount, per Financial Times.

[Sign up now](#)

[Luxury Daily](#)

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

[Maserati CEO says investments in Italy to bring results despite political instability](#)

The CEO of Italian luxury carmaker Maserati is confident that parent company Fiat's \$1.5 billion investment to boost production in Italy will bring results despite political instability that once again was endangering the country's financial health, The Washington Post reports.

[Click here to read the entire story on The Washington Post](#)

[BMW widens luxury-car sales lead as Mercedes slips back](#)

BMW widened its lead in luxury-car sales last month as demand for the X1 compact sport-utility vehicle and 3-Series sedan and wagon helped it outpace gains by Audi and Mercedes-Benz, according to Bloomberg Businessweek.

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

[Q&A with Patek Philippe's Thierry Stern](#)

Thierry Stern, Patek's president, shared with WWD his family's commitment to remaining a private company, how the brand learned to listen to women and why the adage "less is more," turns out to be true — at least in Patek's case.

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

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.