

NEWS BRIEFS

## Burberry, Gucci, Barneys and European automakers – News briefs

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By STAFF REPORTS

Today in luxury marketing:

### [Burberry signs lease for Beverly Hills flagship](#)

Burberry is the latest luxury brand to commit to Rodeo Drive.

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**Luxury Daily**

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### [Gucci's new eco-ethical leather handbags come with "passports" detailing cow's life](#)

Hot on the heels of announcing its involvement in a worldwide women's empowerment movement alongside Beyonce and Salma Hayek, Gucci has taken part in another extremely noble cause: Preserving the rainforests of Brazil without compromising the aesthetic taste or quality of its products.

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

### [Barneys is slowly eliminating Co-Op stores](#)

Uber-upscale department store Barneys New York is slowly eliminating its more affordable contemporary branch, Barneys Co-Op.

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

## European luxury car makers party like it is 1999

The European auto market is wallowing in the ditch. Thousands of workers are fighting for their jobs and industry leaders are warning of years of slogging ahead. But in Geneva, the Old World's luxury car brands are partying like it is 1999.

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

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