

NEWS BRIEFS

## Chanel, Bergdorf, Richemont and BMW – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Keira Knightley to star as Coco Chanel in short film by Karl Lagerfeld](#)

Chanel creative director Karl Lagerfeld is set to direct a short film this week starring Keira Knightley as a young Coco Chanel, an appropriate choice considering Ms. Knightley is the face of Coco Mademoiselle perfume, according to StyleCaster.

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[Bergdorf Goodman's Joshua Schulman unveils store strategy](#)

Bergdorf Goodman, seeking to tighten its hold on many of the world's top designers and enhance its singular shopping experience, is unleashing a spectrum of projects this year - 40 in all - putting construction at a feverish pitch at both the women's and men's stores, WWD reports.

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

[Richemont shares tumble after 7M share placement](#)

Shares in luxury goods group Richemont, the maker of Cartier watches, slid more than 3 percent March 19 after an institutional investor placed around 7 million shares, according

to Reuters.

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

**BMW forecasts unchanged 2013 pretax profit on Europe drop**

BMW AG, the world's biggest maker of luxury cars, forecast unchanged 2013 pretax profit as European auto sales drop and BMW increases spending to bring out 25 new models in the next two years, Bloomberg reports.

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

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