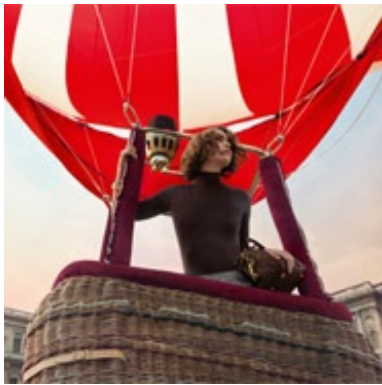


NEWS BRIEFS

Louis Vuitton, Hermès, Dolce & Gabbana and Neiman Marcus – News briefs

April 2, 2013



By STAFF REPORTS

Today in luxury marketing:

[Louis Vuitton launching campaign for Alma Bag](#)

Louis Vuitton is giving its dome-shaped Alma bag, created in 1934, its very own campaign, according to WWD.

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[Hermès accuses luxury giant LVMH of stealthy takeover bid](#)

A new front has opened up in the battle between Hermès, the French family-owned maker of silk scarves and expensive handbags, and LVMH Moët Hennessy Louis Vuitton, the world's largest luxury group, accused by its smaller rival of mounting a hostile takeover bid by stealth, The Telegraph reports.

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

[Dolce & Gabbana ordered to cough up \\$440M](#)

Italy's Tax Commission has fined Dolce & Gabbana approximately \$440.2 million for

dodging Italy's corporate taxes, per The Cut.

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

[Online to offline: Neiman Marcus promotes online retail with Shanghai runway show](#)

Curated by Ken Downing, senior vice president and fashion director at Neiman Marcus, the show included spring collections from fashion heavy-hitters such as Reed Krakoff, Brunello Cucinelli, Tory Burch and Donna Karan, which have rapidly caught on among China's more brand-savvy and discriminating buyer, Jing Daily reports.

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