

NEWS BRIEFS

Prada, Gucci, Versace and BMW – News briefs

April 8, 2013



By STAFF REPORTS

Today in luxury marketing:

[Global sales boost Prada](#)

Italy's fashion house Prada said April 5 that its profit rose 45 percent after sales increased across the globe, according to The Wall Street Journal.

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[Gucci offers to rescue porcelain maker Richard Ginori](#)

Italian luxury brand Gucci has offered to buy distressed porcelain maker Richard Ginori 1735 and relaunch the centuries-old brand in the home design market, Reuters reports.

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[Versace sees full-year growth — and perhaps an IPO](#)

With profits and sales climbing at Gianni Versace SpA, the question arises again: When will it go public? The answer: not just yet, according to WWD.

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[BMW concept X4 debuts ahead of Shanghai motor show](#)

BMW is revealing the striking appearance of its upcoming X4 with a concept set to debut later this month at the Shanghai motor show, AutoWeek reports.

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