

NEWS BRIEFS

## Versace, BMW and currency wars – News briefs

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By STAFF REPORTS



Today in luxury marketing:

[16-year-old Lindsey Wixson stars in Versace's Vanitas fragrance ads](#)

Wichita native Lindsey Wixson continues her ascent into top modeldom with her very first fragrance contract for Versace's Vanitas, according to The Cut.

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

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[BMW to collaborate with Peugeot on hybrid system for FWD cars](#)

The auto industry cross-pollination continues, as BMW and Peugeot have signed a Memorandum of Understanding to expand their engineering collaboration to include a new hybrid system, according to Autoblog.

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

### [Luxury in thrall to the currency war](#)

About 75 per cent of luxury goods are manufactured and produced in Europe, while about the same amount are sold to consumers in markets outside the continent, especially the US and China. That makes the sector especially sensitive to the sharp devaluation of the dollar and strengthening of the Chinese renminbi, according to The Financial Times.

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

### [The New York Times' fashion critic talks about the business](#)

Cathy Horyn began as an AP copy girl in Chicago — now she is one of the world's leading fashion critics. But with globalization, Twitter feeds and live streaming, "The system is overloaded," Ms. Horyn says.

[Click here to read the entire story on Stanford University's Web site](#)

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