

NEWS BRIEFS

Prada, Dior, luxury watchmakers and India – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Behind Prada's astounding results](#)

While many other luxury brands reported slowing growth, Prada posted a remarkable net profit increase of 46 percent in the 2012 financial year, Business of Fashion reports.

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[Dior Homme hits Beijing](#)

French fashion house Dior Homme staged its first runway show outside of Paris April 25 in Beijing, bringing the elegance and futuristic glamour of its fall/winter 2013 collection to an airy art space in the Chinese capital, WWD reports.

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[Watchmakers find gold rush in China is slowing down](#)

After opening hundreds of stores in China in recent years, some watch companies are facing an inventory glut and cutting back their retailing presence there.

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

Luxury carmakers chase India's young, female and frugal

Luxury carmakers in India are moving downmarket and shifting production of smaller and cheaper cars to local plants to cut costs, broadening their target market to include India's young, female and middle-class drivers to boost lackluster performance, according to Reuters India.

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

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