

NEWS BRIEFS

Harrods, Nicolas Ghesquière, Mandarin Oriental and China – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Harrods to acquire temporary space in Sardinia](#)

Harrods will inaugurate a temporary retail space in Porto Cervo, a luxury seaside resort on the island of Sardinia that is a jet-set favorite, per WWD.

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[Nicolas Ghesquière finally speaks on why he left Balenciaga](#)

After months of silence, Nicolas Ghesquière has finally spoken out, Business of Fashion reports.

[Click here to read the entire story on Business of Fashion](#)

[Mandarin Oriental: Regionalizing social for a luxury audience](#)

Lin Humphrey for The Huffington Post spoke with Mac Joseph, senior manager of social media marketing at Mandarin Oriental Hotel Group, about its unique strategy.

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

[China crackdown aims at stopping military from using luxury cars such as BMWs and](#)

Porsches

China is banning the use of privileged military license plates on BMWs, Porsches and other luxury cars in an attempt to crack down on abuses and give the People's Liberation Army's reputation a much-needed boost, per The Washington Post.

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