

NEWS BRIEFS

Tiffany, Barneys, Neiman Marcus and TAG Heuer – News briefs

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By STAFF REPORTS

Today in luxury marketing:

Tiffany vs. Costco: Which diamond ring is better?

Discount wholesale club Costco sells Tiffany engagement rings. Sorry, “Tiffany” engagement rings — diamonds set in silver bands that look like real Tiffany rings, and are even called “Tiffany” at the store, but have nothing to do with the upscale New York jewelry store, Bloomberg Businessweek reports.

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Barneys CEO Lee takes anti-Penney approach to turnaround

At a time when department stores are chopping themselves into mini-malls — J.C. Penney Co. being the most prominent example — Barneys is doing the opposite, according to Bloomberg.

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

Neiman Marcus explores options

Neiman Marcus Group Inc. is talking to banks about strategic options such as a public stock offering or sale, said a person familiar with the company, in the latest step toward a

change in ownership for the luxury retailer, per The Wall Street Journal.

[Click here to read the entire story on The Wall Street Journal](#)

LVMH appoints new TAG Heuer CEO

LVMH Moët Hennessy Louis Vuitton has appointed Stéphane Linder CEO of luxury watch brand TAG Heuer, effective June 1, per WWD.

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

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