

NEWS BRIEFS

Burberry, Tom Ford, Mercedes and China – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Burberry to expand empire with new director](#)

Burberry has hired telecom boss Matthew Keys as its new non-executive director. The businessman is known for rebranding the Millennium Dome as the O2 Arena and for bringing the iPhone to the UK, according to British Vogue.

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[Tom Ford opening flagships in Chicago, Dallas](#)

Tom Ford is expanding its retail footprint, with new flagships in Chicago and Dallas, bringing its U.S. store count to five, per WWD.

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

[U.S. regulators open probe of Mercedes cars over rear lights](#)

U.S. safety regulators have opened a probe of an estimated 218,000 Mercedes C-Class sedans after receiving consumer complaints claiming a failure of rear turn signals and brake lights, Reuters reports.

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[Chinese shoppers seek Prada closer to home](#)

As China's middle class swells, foreign and domestic retail groups are opening discount outlet malls in China to help mainlanders get luxury bargains closer to home – preferably while pretending that they are really somewhere else, according to the Financial Times.

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

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