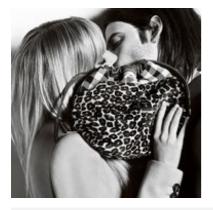


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NEWS BRIEFS

# Burberry, Tom Ford, Mercedes and China – News briefs

July 16, 2013



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.



Click here to read the entire story on British Vogue

#### 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.

#### Click here to read the entire story on Reuters

## 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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