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NEWS BRIEFS

Louis Vuitton, Barneys, Audi and Porsche – News briefs

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By STAFF REPORTS

Today in luxury marketing:



Michelle Williams bags Louis Vuitton campaign

Actress Michelle Williams showcases Louis Vuitton's newest handbags in her first campaign for the storied French brand, according to the Telegraph.

Click here to read the entire story on the Telegraph

Barneys New York unites stores under one banner

The Co-op era at Barneys New York is coming to an end, WWD reports.

Click here to read the entire story on WWD

Audi to hit sales target of 1.5M two years early

Volkswagen's Audi will hit its sales target of 1.5 million cars in 2013, two years earlier than planned, its CEO Rupert Stadler said in an interview in Handelsblatt, per Reuters.

Click here to read the entire story on Reuters

Porsche nabs 9th straight title in J.D. Power new-model satisfaction study

Luxury brands and nameplates, led by Porsche and the redesigned Land Rover Range

Rover SUV, are the most satisfying 2013 vehicles rated by owners, J.D. Power and Associates said July 24, according to Automotive News.

Click here to read the entire story on Automotive News

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