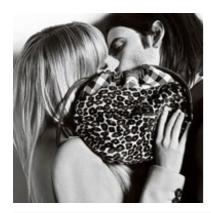


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**NEWS BREIFS** 

# Burberry, Alexander McQueen, Maserati and Diageo – News briefs

August 5, 2013



By STAFF REPORTS

Today in luxury marketing:

#### Burberry's first in-house scent has rock 'n' roll edge

Burberry's first in-house fragrance is a men's scent aimed at rock 'n' roll souls, according to WWD.



Click here to read the entire story on WWD

#### McQueen apologizes for intern advertisement error

A spokesperson for Alexander McQueen has apologized after an advertisement for a long-term unpaid internship was issued by mistake, and has reiterated the company's commitment to government guidelines regarding work experience and internships, per British Vogue.

Click here to read the entire story on British Vogue

## Maserati to tap luxury sedan market in Indonesia early 2014

Maserati Ghibli is looking to make its debut in Indonesia's luxury sedan market, currently dominated by the BMW 5 series and Mercedes E-Class, starting early next year, the Maserati Indonesia chief executive Irvino Edwardly said Aug. 1, according to the Jakarta

Globe.

### Click here to read the entire story on the Jakarta Globe

# Diageo courts Europe's luxury drinkers with yacht parties

Diageo, the world's biggest distiller, is courting cash-rich Europeans with luxury boat parties and male models as sales of high-end brands in the region outpace cheaper spirit labels, per Bloomberg.

Click here to read the entire story on Bloomberg

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