

NEWS BRIEFS

Burberry, Alexander McQueen, Maserati and Diageo – News briefs

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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.

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[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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