

NEWS BRIEFS

Alexander Wang, Audi, Bang & Olufsen and China – News briefs

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By STAFF REPORTS

Today in luxury marketing:

Alexander Wang's new role

Alexander Wang is the latest to herald the benefits of using Merino wool, by becoming an ambassador for The Woolmark Company's Merino Wool: No Finer Feeling initiative, according to British Vogue.

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Audi launches S3, first car with 4G capability

Audi has released this week what the automaker claims to be the first vehicle with integrated 4G internet connection, per Auto World News.

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B&O Q4 in line with forecasts

Danish luxury electronics maker Bang & Olufsen reported a fourth-quarter pretax loss in line with expectations on higher costs and tough market conditions in Europe, Reuters reports.

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[China adding millionaires at slowest rate in five years](#)

Bad news for luxury brands: China isn't minting millionaires like it used to, per the Los Angeles Times.

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