

NEWS BRIEFS

Hermès, Mercedes-Benz and Twitter – News briefs

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By STAFF REPORTS



Today in luxury marketing

[Hermès raises outlook for year](#)

French luxury goods company Hermès International Tuesday said family shareholders are closely watching the large stake held by LVMH Moët Hennessy Louis Vuitton SA, as it raised its full-year outlook.

[Click here to read the entire story on Wall Street Journal](#)

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Luxury Daily

[Green luxury? Mercedes-Benz to offer four cylinders in top-line S-Class](#)

The four-cylinder wave is about to hit even luxury barges: Mercedes-Benz will offer a

small, four-cylinder diesel engine in Europe for its top-line, typically V-8-powered S-Class sedan, the first four-banger in 60 years of the model.

[Click here to read the entire story on USA Today](#)

[I learned about it on Twitter, the new approach to luxury marketing](#)

Mosnar Communications today announced that tweet dropping inside Twitter is the new black and every luxury brand wants it.

[Click here to read the entire story on PR Log](#)

[What is happening in the luxury market? The latest research provides contradictory clues](#)

The results and trends of the Fall 2010 Affluent Market Tracking Study, No. 18 released by the American Affluence Research Center are diverse, arguable, and contradictory, pretty much mirroring the state of our economy right now.

[Click here to read the entire story on Luxist](#)

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