

NEWS BRIEFS

Moët, Lamborghini, Moncler and Chanel – News briefs

September 24, 2013



By STAFF REPORTS

Today in luxury marketing:

[Sotheby's to sell Moët & Chandon Champagne from WWI era](#)

Moët & Chandon Champagne from the 1914 vintage harvested at the start of World War I goes on sale at a Sotheby's auction in London in November, with bottles spanning nine decades marking the winery's 270-year history, Bloomberg reports.

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[Lamborghini bullish on US and India as crackdown hits China sales](#)

Italian carmaker Lamborghini will struggle to find another China as sales of its super sports cars in the world's biggest auto market have hit the skids due to a government campaign against conspicuous spending, per Reuters.

[Click here to read the full story on Reuters](#)

[Moncler CEO says climate could be right for IPO](#)

The CEO of Moncler, known for its puffy winter jackets, says the climate could be right to list the company's shares on the Italian stock market this year, with the brand now better-balanced across seasons, according to The Wall Street Journal.

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It is official: Chanel is the coolest fashion brand

Chanel has been named the world's coolest fashion brand, closely followed by Prada and Alexander McQueen. Each label featured on the top 20 of the annual CoolBrands list, with Chanel coming in at 13, followed by Prada and McQueen at 14 and 19 respectively, UK Vogue reports.

[Click here to read the full story on UK Vogue](#)

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