

NEWS BRIEFS

LVMH, McLaren, Gen Y and Asia – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Arnault pits son versus daughter in LVMH succession test](#)

Two years ago, Bernard Arnault asked his son Antoine to run shoemaker Berluti, then this month he installed his daughter, Delphine, as executive vice president of Louis Vuitton, Bloomberg reports.

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[McLaren is breaking even before the planned expansion](#)

As it strives to more than double its annual sales, the British supercar manufacturer will break even this year ahead of the planned expansion drive into Asia and higher-volume segments, per In Auto News.

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[Carmakers go after Gen Y with compact luxury models](#)

The biggest news for Mercedes-Benz for 2014 is actually its smallest offering, the new CLA, according to NBC News.

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[Asian route to the top at luxury brands](#)

Once upon a time the route to the executive suite of a luxury brand led through manufacturing and distribution. Not any more. These days, the way to the top appears to run increasingly through Asia, per the Financial Times.

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