

NEWS BRIEFS

## Longchamp, Louis Vuitton, Bang & Olufsen and Karl Lagerfeld – News briefs

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By STAFF REPORTS

Today in luxury marketing:

### [Longchamp outpaces Vuitton by sticking to value-for-money luxury](#)

Longchamp, the French company known for its folding nylon Le Pliage handbags, is benefiting from a lull in luxury demand, per Bloomberg.

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### [Louis Vuitton fetes Sofia Coppola at Le Bon Marché](#)

Louis Vuitton celebrated its collaboration with Sofia Coppola on window displays for Le Bon Marché with a packed party at the Paris department store on Oct. 1 that reunited the “Somewhere” director with her young star, Elle Fanning, according to WWD.

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

### [Bang & Olufsen's loss widens on weak European markets](#)

Danish luxury stereo and television maker Bang & Olufsen posted a wider first-quarter loss on Oct. 2 as sluggish European sales eclipsed strong growth in Asia, according to

Reuters.

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

[Karl sketches Coco: see Lagerfeld's Chanel illustrations](#)

Karl Lagerfeld has lent his illustrative talents to *The Allure of Chanel*, a book by Paul Morand - originally released in English in 2008 without his sketches - about the woman who founded the label, Coco Chanel, per *British Vogue*.

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

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