

NEWS BRIEFS

Neiman Marcus, Bentley, LVMH and luxury man purse – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Neiman Marcus to roll out new delivery options, mobile app](#)

Neiman Marcus Group Inc. soon will roll out a ship-to-store delivery option and is in the process of developing a new mobile app as it works to improve its multichannel offerings, according to the Dallas Business Journal.

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[Click here to read the entire story on the Dallas Business Journal](#)

[Judge says "Bentley Car Kits" infringe on luxury company's trademark](#)

If you could not afford a \$200,000 Bentley, you used to be able to pay Matthew McEntegart, owner of Fugazzi Cars in St. Petersburg, FL, for a car kit to make your Chrysler or Ford car look like one, per ABC.

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

[LVMH denies a deal is done with Nicolas Ghesquière for Louis Vuitton](#)

Nicolas is not headed to Louis Vuitton just yet, WWD reports.

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

[Do not laugh at the "man purse"—it is now a \\$9B luxury business](#)

All is not well in the luxury world. Stalwart luxury buyers in China are cutting back, according to recent statements from Burberry and Richemont, among others, according to Quartz.

[Click here to read the entire article on Quartz](#)

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