

NEWS BRIEFS

## Gucci, Louis Vuitton, China and Tesla – News briefs

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By STAFF REPORTS

Today in luxury marketing:

### [Gucci wins \\$144M in US counterfeit trial](#)

Gucci on Oct. 17 welcomed a United States court's decision to award the global fashion empire \$144.2 million in damages from online sellers of counterfeit merchandise, according to Global Post.

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### [Louis Vuitton shifts to higher-priced bags](#)

Louis Vuitton's shift to higher-priced leather bags is "not a three-week process," meaning the powerhouse brand may continue to be outpaced by its luxury peers, per WWD.

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### [Top 2pc of Chinese account for third of global luxury sales](#)

Is the luxury industry becoming too reliant on China? CNBC reports.

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### [Tesla tops California green-car credit sales in past year](#)

Tesla Motors Inc., the electric-car maker led by Elon Musk, was the top seller of California zero-emission vehicle credits in the past year as Toyota Motor Corp. led hybrid-car credit trades, according to a state tally, according to Bloomberg.

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