

## NEWS BRIEFS

# Burberry, Gucci, Lanvin and Tumblr – News briefs

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By STAFF REPORTS



Today in luxury marketing:

## Burberry, Gucci battle for fans on Facebook

On Nov. 22, Gucci hit the 3 million fan mark on Facebook. The Italian label may soon surpass Burberry, which boasts 3.2 million fans, as the most widely followed fashion brand on the social networking site, according to The Independent.

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[Shoppers spent as much on H&M Lanvin as they might have on real Lanvin](#)

On Saturday, Lanvin's H&M collection went on sale in 24 stores across the country. More

than 300 shoppers had lined up at the H&M on Fifth Avenue in New York when Alber Elbaz pulled up in his town car to make sure there was a line, according to The Cut.

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

[Fashion 2.0: The fashionable rise of Tumblr](#)

According to comScore, microblogging platform Tumblr hit an “inflection point” sometime last June. Page views on the microblogging site began to surge, according to The Business of Fashion.

[Click here to read the entire story on Business of Fashion](#)

[Prestige, luxury products thrive as mass market sputters](#)

The rich are different from other people: They are spending a lot more on beauty products. It is not the only difference F. Scott Fitzgerald would observe, but in a household and personal-care industry that broadly posted lackluster results last quarter, prestige and ultra-prestige beauty products were surprisingly strong, according to Advertising Age

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

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