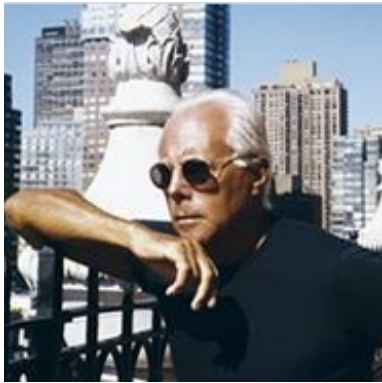


NEWS BRIEFS

Giorgio Armani, Kering, Prada and Daimler – News briefs

October 25, 2013



By STAFF REPORTS

Today in luxury marketing:

[Giorgio Armani Day in New York](#)

Mayor Michael Bloomberg proclaimed Oct. 24 Giorgio Armani Day, WWD reports.

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[Kering third-quarter sales trail estimates as Gucci disappoints](#)

Kering reported third-quarter revenue that trailed estimates as its Gucci luxury goods brand posted the weakest growth in four years, per Bloomberg.

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[Prada journal winners announced](#)

The winners of the Prada Journal literary contest were announced in New York Oct. 23, with a cocktail party that attracted the Big Apple's brightest literary talent, according to British Vogue.

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[Rejuvenated Daimler beats expectations](#)

German automotive group Daimler lifted its fourth-quarter profit forecast after a rejuvenated model range and cost-cuts in the core luxury car business helped it to post better-than-expected results on Oct. 24, per Reuters.

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