

NEWS BRIEFS

Louis Vuitton, Jimmy Choo and Dolce & Gabbana – News briefs

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By STAFF REPORTS



Today in luxury marketing:

[LVMH's Louis Vuitton challenges copycat bag imports](#)

LVMH Moët Hennessy Louis Vuitton, the world's largest luxury-goods maker, filed a U.S. trade complaint seeking to block U.S. imports from China of handbags, luggage and other accessories that copy the Louis Vuitton look, according to Bloomberg.

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[Jimmy Choo steps back into men's footwear](#)

Nine years after exiting the men's shoe business, Jimmy Choo will be stepping back into

the arena, launching a collection of dress shoes, moccasins, casual biker boots, sneakers and evening slippers for fall-winter 2011, the company announced Monday, according to The Los Angeles Times.

[Click here to read the entire story on The Los Angeles Times](#)

[Check out the first Dolce & Gabbana campaign not to feature Madonna in about a year](#)

After two seasons as the face of Dolce & Gabbana, Madonna is out, but firmly in the Macy's fold, at least, and models are in, according to The Cut.

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[Online fashion retailing comes of age](#)

With the launch of Google's Boutiques.com and Asos Marketplace, online fashion retailing has taken the next step to usurp the high street - bringing brands even closer to their customers, according to MarketingWeek.

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