

NEWS BRIEFS

Neiman Marcus, Burberry, Audi and The Macallan – News briefs

January 27, 2014



By STAFF REPORTS

Today in luxury marketing:

[Neiman Marcus reveals scale of data breach](#)

Neiman Marcus said Jan. 23 that 1.1 million payment cards may have been impacted by the data security breach the retailer disclosed on Jan. 10, reports WWD.

[Sign up now](#)

[Luxury Daily](#)

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

[Burberry responds to toxic chemical claims](#)

Burberry has responded to this Jan. 24's allegations that items from its childrenswear collections contain "hazardous chemicals." Greenpeace tested 82 garments by 12 brands including Gap, American Apparel, H&M, Burberry and Disney to ascertain if harmful chemical levels were present, including a purple metallic shirt modelled by Romeo Beckham in Burberry's spring/summer 2013 campaign, per British Vogue.

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

[Audi plans to narrow sales gap to BMW in 2014 on A3 sedan](#)

Volkswagen AG's Audi division, the world's second-largest maker of luxury cars, plans this year to further narrow the gap to market leader Bayerische Motoren Werke AG and

keep Daimler AG's Mercedes-Benz at bay, according to Bloomberg

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

[The Macallan "M" decanter by Lalique sells for \\$495,047](#)

Sotheby's Finest and Rarest Wines and The Macallan auction on Jan. 18 saw the top lot, The Macallan 6-litre "M" Decanter by Lalique, fetch \$648,692, exceeding its estimate of \$495,047 and setting a new auction record for single malt whisky. The previous record was achieved by Sotheby's New York in 2010 when The Macallan 64-year-old in Lalique Cire Perdue was sold at \$460,000, reports The Telegraph.

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

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.