

NEWS BRIEFS

## BMW, Dior, Yves St. Laurent and Burberry – News briefs

December 9, 2010



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By RACHEL LAMB



Today in luxury marketing:

### [BMW on track to retain premium sales crown in 2010](#)

BMW AG appears on track to retain its crown as the world's best-selling luxury car maker this year after its core brand posted a 20 percent rise in sales to 108,187 cars in November, fueled by a growing number of affluent Chinese customers and a recovery of the U.S. market, according to the Wall Street Journal.

[Click here to read the entire story on Wall street Journal](#)

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**Luxury Daily**

[John Galliano on Dior, fashion and style](#)

In addition to addressing the professional topic du jour, the beautifully redone store, he will discuss his own creative process, anoint a mysterious Brit designer a rising star and argue quite convincingly that the best birthday parties happen in London, according to WWD.

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

[Yves Saint Laurent's online casting call... W Magazine vs. W Hotel in Miami...](#)

Yves Saint Laurent sent a shout-out through cyberspace Tuesday for 130 extras — tall, elegant “beautiful people” — aged 25 to 50 to be in an advertisement. Sources say it’s for a YSL fragrance, according to WWD.

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

[Burberry climbs on speculation PPR may make bid after unit sale](#)

Burberry Group Plc, the U.K.’s largest luxury retailer, climbed as much as 6.6 percent in London trading on investor speculation that PPR SA, the French owner of the Gucci and Puma brands, may make a bid, according to Bloomberg Business Week.

[Click here to read the entire story on Bloomberg Business Week](#)

[Why luxury marketers should avoid social gaming... for now](#)

What does social gaming mean to luxury brands, and should they be looking to invest in this world of virtual goods, according to L2 Think Tank.

[Click here to read the entire story on L2 Think Tank](#)

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