

NEWS BRIEFS

## Net-A-Porter, Aston Martin, China and Daimler – News briefs

February 6, 2014



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By STAFF REPORTS

Today in luxury marketing:

### [Analyst values Net-A-Porter at up to \\$3B](#)

Talk of peddling Net-A-Porter may have died down since the company's parent Compagnie Financière Richemont denied last year that it was for sale, but that has not stopped some from keeping the conversation alive, according to WWD.

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### [Aston Martin recalls more than 17K luxury cars](#)

British luxury carmaker Aston Martin says it is recalling 17,590 sports cars because of a problem with the accelerator pedal molding, Fox News reports.

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### [Amid Chinese crackdown, merchants try to convince buyers diamonds aren't a luxury](#)

China's crackdown on conspicuous consumption and gifting by officials, which has seen a number of big-name brands pull out of the country, has emerged as a threat to the revival of a product sometimes seen as the ultimate luxury, diamonds, per Forbes.

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### [Daimler earnings seen higher, still lagging BMW](#)

Germany's Daimler is expected to post a surge in fourth-quarter profit Feb. 6 as its rejuvenated Mercedes-Benz model range helps chief executive Dieter Zetsche to turn around a legacy of profit warnings, according to Reuters.

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

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