

NEWS BRIEFS

Kering, Aston Martin, LVMH watches and ecommerce – News briefs

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By SARAH JONES

Today in luxury marketing:

[Kering aims at sustainable python sourcing by 2016](#)



Can the trade with precious python skin be sustainable and economically viable at the same time? According to the first report presented by the Python Conservation Partnership, an initiative between Kering, the International Trade Center, or ITC, and the International Union for the Conservation of Nature, or IUCN, it can, reports WWD.

[Click here to read the entire story on Women's Wear Daily](#)

[Aston Martin said to hold Daimler talks on luxury SUV](#)

Aston Martin Lagonda Ltd. and Daimler AG are holding talks to extend their cooperation to sport-utility vehicles as the British maker of cars featured in James Bond movies seeks to broaden its lineup, people familiar with the matter said, says Bloomberg.

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

[Growth is global - LVMH watch chief](#)

Jean-Claude Biver, chief executive of Hublot, is now head of the entire watches division for French luxury group

LVMH. He talks to the FT's Helen Barrett at the Baselworld watches and jewellery show about the future of the business and China prospects, per the Financial Times.

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

[Why some luxury brands still don't sell online](#)

Believe it or not, in 2014, there are still fashion brands that don't sell their ready-to-wear — or, in some cases, accessories — anywhere online, according to Fashionista.

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

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