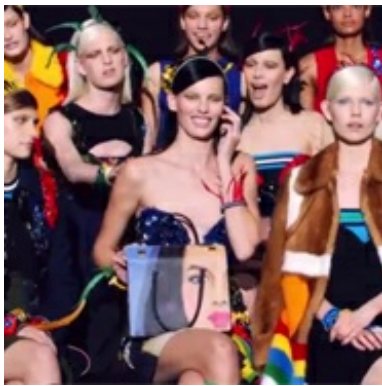


NEWS BRIEFS

Prada, Neiman Marcus, Piguet and ethical luxury – News briefs

April 3, 2014



Prada spring/summer 2014, video still

By STAFF REPORTS

Today in luxury marketing:

[Prada forecasts slowing sales growth as luxury demand ebbs](#)

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Prada, the Italian maker of \$2,950 leather handbags, forecast slowing sales growth this year amid a maturing Chinese market and soft demand in Europe, Bloomberg reports.

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[Neiman Marcus unveils top management roles](#)

The Neiman Marcus Group is tearing down the silos and getting channel agnostic, according to WWD.

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

[A modern match for Audemars Piguet](#)

Swiss watch companies tend to recruit big Hollywood stars and sporting champions as ambassadors, per The Telegraph.

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

[Is luxury less ethical than it thinks?](#)

A new ranking – you know I can't resist a ranking – was recently released by the Ethisphere Institute, a U.S.-based think-tank that encourages good corporate practice, entitled "The World's Most Ethical Companies." And guess what? In all the 144 companies and 41 industries included, the only luxury companies on it were Shiseido and L'Oreal, The Financial Times reports.

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

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