

NEWS BRIEFS

## Fendi, Omega, Audi and luxury service – News briefs

April 8, 2014



*Hiroshi Senju Baguette for Fendi*

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By STAFF REPORTS

Today in luxury marketing:

[Fendi buys Taramax, focuses on timepieces](#)

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Fendi has bought the remaining stake in its watch licensee Taramax SA and taken over the production of its timepieces to bring them more into line with its flagship products like furs and handbags, the firm's chief executive officer Pietro Beccari revealed at the Baselworld watch and jewelry fair, WWD reports.

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[Watchmakers woo women to boost flagging sales](#)

A recent advert from luxury watchmaker Omega shows a large, technologically-advanced timepiece. So far, so typical. But this one is studded with diamonds and worn by actress Nicole Kidman. Called the Ladymatic, it's the future of the industry, according to Reuters.

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[Audi stays ahead of Mercedes in luxury sales race](#)

Last month was a straightaway of sorts for luxury carmakers, per Bloomberg Businessweek.

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[Traveler magazine learns luxury service at hotel](#)

Like most of the staff at the opulent Carlyle Hotel in Manhattan, Bill Wackermann was busy, according to The New York Times.

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