

NEWS BRIEFS

Luxottica, Ferrari, One57 condos and the luxury ecosystem – News briefs

December 4, 2014



Rendering of One57

By STAFF REPORTS

Today in luxury marketing:

[Luxottica signs Intel deal for wearable tech](#)

Sign up now

Luxury Daily

Luxottica Group has its eyes set on making wearable technology stylish, according to Women's Wear Daily.

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

[Ferrari unveils new hybrid prototype for test clients](#)

Ferrari's test-drive clients will be able to try out a 1,050 horsepower prototype hybrid car from next year, the unit of Fiat Chrysler Automobiles said on Dec. 3, heralding another attempt to boost performance of its supercars, per Reuters.

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

[New York's One57 sells one condo in quarter as luxury slows](#)

A single apartment at Manhattan's One57 was sold in the third quarter, leaving about 25

percent of the ultra-luxury tower's units without buyers more than three years after they reached the market, reports Bloomberg.

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

[Fashioning a new kind of luxury ecosystem](#)

Recently, Louis Vuitton hosted an extravaganza of a dinner at the Museum of Modern Art in New York in honor of six people: the artist Cindy Sherman, the architect Frank Gehry, the industrial designer and Apple consultant Marc Newson, the shoemaker Christian Louboutin and the non-Vuitton designers Karl Lagerfeld of Chanel and Rei Kawakubo of Comme des Garçons. Also, some work they had just done, says The New York Times.

[Click here to read the entire article on The New York Times](#)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.