

NEWS BRIEFS

Versace, Rodeo Drive, art sales and ecommerce – News briefs

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Versace spring/summer 2014 ad campaign image

By STAFF REPORTS

Today in luxury marketing:

[Donatella Versace says Madonna's body was not Photoshopped](#)

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Rita Hayworth gave good face, but Madonna gives good body, reports The Cut.

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[Store design in focus on Rodeo Drive](#)

Rodeo Drive is revving up. The three-block-long thoroughfare now boasts more new tenants and storefronts than ever, a visible indication that luxury's faith in the Golden State remains as strong as its love affair with Hollywood and its current fascination with Los Angeles, says Women's Wear Daily.

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

[Billionaires chasing Warhols fuel \\$16B art sales](#)

Andy Warhol was the top-selling artist at auction in the past year as increased competition

for the most-expensive segment of the market drove global art sales higher, according to Bloomberg.

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[From local boutiques to global etailers](#)

In recent years, several influential European fashion boutiques, including Colette, Luisa Via Roma, Browns, MatchesFashion and My Theresa have launched global ecommerce, building “a window to the world rather than just a window to the street,” as Andrea Panconesi, chief executive of Luisa Via Roma — once a single Florentine boutique, now one of one of Italy’s biggest fashion ecommerce players — put it, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

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