

NEWS BRIEFS

New York Fashion Week, La Perla, Apple and Prada – News briefs

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La Perla Fall/Winter campaign

By STAFF REPORTS

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[NYFW shows leave buyers lukewarm](#)

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Like the shows themselves, retailers found the New York collections to be a bit all over the map, says Women's Wear Daily.

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

[La Perla: Luxury in the making](#)

The last year has been a metamorphic one for luxury lingerie label La Perla. A new Atelier collection - shown at Couture Fashion Week - that took no less than 14 months to make was unveiled; and it has chosen London as the location for its global flagship on Old Bond Street, per British Vogue.

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

[For Apple, an opportunity to revolutionize the automobile, without ever selling one](#)

Back in 2010, when Google Inc. revealed that it was working on self-driving cars, the auto industry reacted with a blend of confusion and curiosity, reports Automotive News.

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

[Prada shares rise as market takes heart from shop opening slowdown](#)

Shares in Prada rose 4 percent on Feb. 23 after the Italian luxury goods maker posted in-line fourth-quarter sales, relieving many investors who had braced themselves for weaker numbers, according to Reuters.

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

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