

NEWS BRIEFS

Haute couture, Versace, Hillier Bartley and March Madness – News briefs

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Dior fall/winter 2014 couture image

By STAFF REPORTS

Today in luxury marketing:

[The enigma of haute couture](#)

Haute Couture is the great anachronism of 21st-century fashion. While the rest of the industry speeds up, live streams and sells online, couture plods along slowly, methodically, stuck in its ways, says The New York Times' T Magazine.

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

[Is Versace guilty of copying?](#)

Has Versace copied an American Apparel T-shirt created by British-born artist Kesh? The LA-based creative shared images from the Italian label's spring/summer 2015 collection, expressing her disgust that the \$650 T-shirt is selling out at Selfridges, two years after her original high-street version debuted for less than \$30, according to British Vogue.

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

[Katie Hillier and Luella Bartley to launch own luxury label](#)

Katie Hillier and Luella Bartley have announced that they will be launching their own luxury brand, Hillier Bartley. This follows the news earlier this month that Marc by Marc Jacobs, where Hillier and Bartley were creative directors, will be integrated into the main Marc Jacobs line this year, per the Guardian.

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

[Luxury car brands get a March Madness lift](#)

The annual “March Madness” college basketball tournament is giving advertisers multiple shots at their desired audience, reports the Wall Street Journal.

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