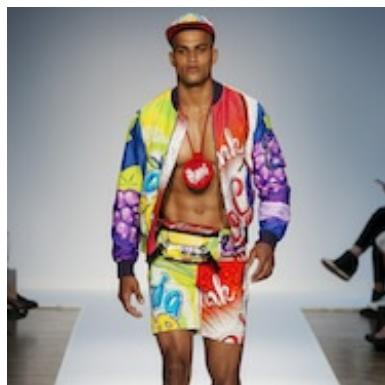


NEWS BRIEFS

## Moschino, Aston Martin, Poland and China – News briefs

April 22, 2015



*Moschino's spring 2015 menswear line*

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By STAFF REPORTS

Today in luxury marketing:

### [Moschino named guest men's brand at Pitti Uomo](#)

Moschino will be the men's wear guest brand at the next edition of Pitti Uomo, the men's international trade show running in Florence June 16-19, per Women's Wear Daily.

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### [Luxury consumer market gaining traction in Poland](#)

Increasingly, Poles love being pampered. Having successfully survived the end-of-decade recession, Poland produced a society that is now more globalized than ever, and complete with an upper-middle class – particularly in the country's largest cities like Warsaw, Wroclaw, Krakow and Katowice – hungry for the western standards of living and luxury goods, says Forbes.

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

### [Aston Martin looks at US factory sites for electric 4x4](#)

Aston Martin has held talks with several US states about building its first overseas factory as part of plans to bring an ambitious electric 4x4 to market, according to the Financial Times.

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

[China's no longer the easy bet for foreign automakers](#)

China used to be the no-brainer market for automakers, with rising incomes creating millions of first-time buyers. That view is under siege, with carmakers cutting prices and output as the industry scales back growth forecasts, reports Bloomberg.

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