

NEWS BRIEFS

Dior, fashion-tech, Pitti Uomo and Mercedes – News briefs

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Esprit Dior Seoul

By STAFF REPORTS

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Dior is going for a lot of firsts in South Korea, says Women's Wear Daily.

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[New York vs. London: Which is the world's fashion-tech capital?](#)

New York and London are both home to vibrant start-up ecosystems that have produced a wide range of fashion-tech businesses at various stages of development, from Rent The Runway and Bonobos in New York to Farfetch and Lyst in London, per Business of Fashion.

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[Fashion is unavoidable at Pitti Uomo](#)

During the Pitti Uomo trade show, men's fashion is unavoidable. It spills into the streets,

busy with the double-breasted jacket brigade. At the sacred aperitivo hour in the Piazza Ognissanti, the crowds sipping spritzers on the terrace of the St. Regis hotel were treated to an alfresco fashion show by Ports 1961. Guests on a balcony of the nearby Westin Excelsior watched, too, and there were faces pressed to the windows at office buildings and residences around the square, according to The New York Times.

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[Mercedes' \\$230K Maybach defies China's cooling luxury market](#)

Mercedes-Benz is selling almost as many Maybach cars in China each month as it used to sell worldwide in a year, when it targeted the super-rich with a stand-alone model, reports Bloomberg.

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