

NEWS BRIEFS

Moschino, menswear shows, Ferretti and German automakers – News briefs

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Moschino's spring 2015 menswear line

By STAFF REPORTS

Today in luxury marketing:

[Alessandro Varisco steps down as Moschino CEO](#)



Alessandro Varisco, chief executive officer of Moschino, is leaving the fashion house to take the helm of women's wear-maker Twin-Set Simona Barbieri, WWD has learned.

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

[Why are female models appearing in menswear shows?](#)

This season, at some of the biggest menswear shows — from Saint Laurent to Burberry, Givenchy to Gucci — more and more female models appeared on the catwalks. Are mixed-gender shows becoming the new norm? And, if so, why? asks Business of Fashion.

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

[Slowboat to China: No quick fix for luxury yacht firm Ferretti](#)

When Chinese industrial conglomerate Weichai Group snapped up cash-strapped Italian

luxury yacht builder Ferretti in 2012, the deal looked like a match made in heaven, reports Reuters.

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

[German luxury car brands dominate and look to extend their lead](#)

Like an arrogant sports dynasty, Germany's luxury car brands have long dominated the competition — and when rivals get too close, the champs load up and zoom ahead again, per the New York Times.

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

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