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NEWS BRIEFS

Fur, Richemont, Audemars Piguet and Ferrari – News briefs

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Ferrari 488 GTB

By STAFF REPORTS

Today in luxury marketing:

Fur is back in fashion and debate



Even by the standards of Fendi, the Roman house that once sent mink coats glistening with 24-karat gold down the runways, its upcoming "haute fourrure" show on Wednesday counts as a statement: the first fur-only extravaganza by a major design label during the Paris haute couture shows, reports The New York Times.

Click here to read the entire article on The New York Times

Richemont CEOs are top-paid Europe executives after VW boss

Richemont co-chief executive officers Richard Lepeu and Bernard Fornas are catching up with Volkswagen AG's Martin Winterkorn as the top-paid executives in Europe, according to a study by compensation consultancy HKP, says Business of Fashion.

Click here to read the entire article on Business of Fashion

Audemars Piguet to tap Freida Pinto as ambassador

Audemars Piguet revealed July 6 that Freida Pinto is joining its roster of brand ambassadors, WWD has learned.

Click here to read the entire article on Women's Wear Daily

Ferrari's value to exceed \$11B in IPO, Marchionne says

Sergio Marchionne, CEO of Fiat Chrysler Automobiles, expects the company's Ferrari supercar unit to be valued "at least" at \$11 billion in an initial public offering scheduled this year, according to Automotive News.

Click here to read the entire article on Automotive News

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