

NEWS BRIEFS

## Oscar de la Renta, Karl Lagerfeld, Alexander Wang and Herms – News briefs

October 8, 2015



*Where's Karl? illustration of Mr. Lagerfeld and Choupette*

By STAFF REPORTS

Today in luxury marketing:

[SCAD museum opens with Oscar de la Renta tribute](#)

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Considering Oscar de la Renta's close ties to the Savannah College of Art and Design, it was fitting that SCAD FASH opened its first fashion collection dedicated to the late designer, reports Women's Wear Daily.

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[Karl Lagerfeld won't offer himself up to science](#)

Designing Chanel, Fendi, and his namesake line, pursuing photography, 7 million collaborations where does Karl Lagerfeld get the energy? If you think he should be studied, you're not the first the designer says scientists have approached him about doing DNA testing to determine the source of his almost eerie vitality, per The Cut.

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[What's next for Alexander Wang's democratic empire?](#)

A buzzy new designer business can often attract a fanbase of young fashion devotees, who create a fuss on social media, snap up the brand's entry-level products a \$300 skirt, say or save up for something more substantial. But designers grow up. Their supply chains get slicker; their materials become more complex; and, sometimes, they find investment. Before you know it, that buzzy new business is fast becoming a "global luxury brand" and, somewhere along the way, it becomes unaffordable for its original customers, says Business of Fashion.

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

[What keeps Hardy at Herms](#)

Not many are privy to the secret of successfully balancing an eponymous label with working for a major fashion house, but Pierre Hardy is one of the lucky few. Having worked for Herms for over 25 years designing the fashion house's footwear, he has resolutely mastered the art and, as he told us in Paris at his spring/summer 2016 presentation for the house, it's a case of keeping a clear point of differentiation in his mind, according to British Vogue.

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

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