

NEWS BRIEFS

Zegna, Europe, Karl Lagerfeld and Porsche – News briefs

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Karl Lagerfeld's new publication

By STAFF REPORTS

Today in luxury marketing:

[Zegna forms joint venture with Al Tayer for Middle East](#)

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Ermenegildo Zegna has formed a joint venture with the Dubai-based Al Tayer Group to expand its reach in the Middle East, reports Women's Wear Daily.

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[In a world of its own: European luxury](#)

European luxury is in a world of its own. Even the Chinese, who've tried to replicate the success of European industry, have had no success engraving a luxury brand into consumers' minds that compares with Europe's best in class Chanel, Prada, Burberry, Cartier, Hermes, Gucci, Dior and Louis Vuitton, per CNBC.

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

[The maddening and brilliant Karl Lagerfeld](#)

The history of fashion is the history of longing. Nobody is born stylish. Everybody wants to be a little memorable, and some would like to be somebody else, or more like the self we see in the better part of our minds, says The New York Times.

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

[Porsche North America names Klaus Zellmer CEO](#)

Volkswagen's sports car unit Porsche today named Klaus Zellmer president and CEO of Porsche Cars North America, effective Nov. 1, according to Automotive News.

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