

NEWS BRIEFS

Valentino, going green, high-end retail and automobiles – News briefs

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Gary Pepper Girl for Valentino's Mirabilia Romae

By STAFF REPORTS

Today in luxury marketing:

[The road more traveled for Valentino](#)

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"Time is the new value," said Maria Grazia Chiuri standing inside Valentino's Miami Design District store last week. "In these times, everybody goes so fast. We wanted to show that to do something special you need time and human touch," per WWD.

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

[Luxury fashion brands are going green. But why are they keeping it a secret?](#)

Gucci is having a renaissance. After years in the doldrums, the 94-year-old fashion house is again the star of glossy magazine spreads, its collections coveted by couture aficionados and celebrities, thanks to the eclectic runway shows masterminded by new creative director Alessandro Michele, reports The Washington Post.

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[How the super-rich shop](#)

No one at Palazzo Ralph Lauren would be so crass as to embark on a hard sales pitch. Au contraire, the PR escorting me around the penthouse of this 12,000 square-foot, 1941 rationalist building (originally called Casa Campinini) in Milan, repeatedly stresses that Madam (or Sir) can walk away with a key-ring or leave not having purchased anything, according to The Telegraph.

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

[Season of luxury autos, numbers don't lie](#)

As you watch the commercials showing luxury models parked in driveways with a big bow on top, the question is a natural one, according to CNBC.

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