

NEWS BRIEFS

Gucci, Louis Vuitton, Tom Ford and Lexus – News briefs

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Gucci spring/summer 2016

By STAFF REPORTS

Today in luxury marketing:

[Fashionistas love the new Gucci. Investors, not so much](#)

Gucci's gamble to put Alessandro Michele, a little-known accessories designer, in charge of its creative turnaround has won praise from the catwalk. Investors are still waiting to see the benefit, reports Bloomberg.

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[Louis Vuitton sues for damages from fakes](#)

Louis Vuitton has filed a lawsuit at a district court in Beijing, claiming damages from three people convicted of selling counterfeit versions of the brand's products, according to WWD.

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

[For Tom Ford, the real runway is the red carpet](#)

The international fashion superstar has turned the award show step-and-repeat Hollywood's prime promotional tool into his runway: a showcase for his meticulous evening attire, per Business of Fashion.

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

[Lexus ventures into higher luxury tier with LC 500 coupe](#)

Toyota President Akio Toyoda made a rare appearance at the Detroit auto show Jan. 11 to make the case that Lexus intends to compete with Germany's luxury giants not just for volume but also for glamour, power and prestige, says Automotive News.

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