

NEWS BRIEFS

Marc Jacobs, NYFW: Men's, private planes and Porsche – News briefs

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Lana Wachowski for Marc Jacobs spring/summer 2016

By STAFF REPORTS

Today in luxury marketing:

[Marc Jacobs speaks on "My America" campaign](#)

Nearly a year has passed since Marc Jacobs folded its contemporary-priced Marc by Marc Jacobs line into its main collection, unifying the company's product offering under a single brand umbrella and thereby eliminating the duplicate cost structures associated with separate teams, separate shows, separate stores and separate advertising campaigns, says Business of Fashion.

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[CFDA, Snapchat, Tumblr team for New York Fashion Week: Men's](#)

New York Fashion Week: Men's kicks off today, and the Council of Fashion Designers of America, is looking to generate some social excitement around the four-day event, reports Women's Wear Daily.

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[A jet to match my handbag: Bombardier's craziest demands for luxury private planes](#)

When you're spending \$60 million on a private jet, you can have virtually anything you want, and Canadian private jets manufacturer Bombardier is well used to accommodating the wishes of well-heeled customers, according to Forbes.

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[Porsche CEO has no plans to go down self-driving route](#)

Porsche does not plan to join luxury carmakers who are trying to develop self-driving vehicles, its chief executive told a German newspaper, indicating differences between large premium brands and sports car companies, per Reuters.

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