

NEWS BRIEFS

Stella McCartney, Martin Margiela, Furla and Russia – News briefs

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Furla spring/summer 2016

By STAFF REPORTS

Today in luxury marketing:

[Stella for him: McCartney plots menswear move](#)

Soon Sir Paul McCartney will be able to wear the clothes of his favorite designer: his daughter, per Women's Wear Daily.

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[Remembered: The game-changing Martin Margiela show of 1989](#)

In the autumn of 1989, on a derelict playground in the outskirts of Paris, Martin Margiela staged a show like nothing the fashion world had ever seen: the seating plan was first come, first served; the front row was filled with local kids; the models were stumbling; the runway was uneven. The critics loathed it. The industry loved it, reports Business of Fashion.

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

[Furla confirms the rise and rise of accessible luxury](#)

Italian handbag maker Furla has seen full-year comparable sales rise by 23 percent, confirming consumers' growing appetite for accessible luxury brands while demand for bigger, more expensive labels continues to wane, says Reuters.

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

[What crisis? Luxury car sales boom in Russia](#)

Porsche set a new record in Russia in 2015, with sales up 12.4 percent compared to 2014. Rolls-Royce also said recently it hit a new a record in Russia last year. Lexus sales were up 6 percent and Bentley said it's market in Russia is "growing rapidly," according to CNN Money.

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

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