

NEWS BRIEFS

Karl Lagerfeld, Britain, Gucci and Mercedes-Benz – News briefs

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Gucci spring/summer 2016

By STAFF REPORTS

Today in luxury marketing:

[Karl Lagerfeld on the crisis in luxury](#)

"It's a mess." Karl Lagerfeld's verdict on the high-speed economy that has lately taken hold of the luxury industry is succinct. "It's just powdering the something that people don't want to see anyway, to make a statement. But the reality is you have to give people the time to make their choice, to order the clothes or handbags, and to produce them beautifully, so that editors can photograph them. This way is chaos," per the Financial Times.

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[Brexit falls out of favor with the luxury fashion brands](#)

Fashion brands from the UK's 32 billion luxury goods sector have strutted into the Brexit debate and joined the chorus of voices concerned about how their trade could be impacted if Britain leaves the European Union, reports The Independent.

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[Christopher Simmonds: I think people get the message on Gucci now](#)

"It's a maths equation," says Christopher Simmonds. "You take a peacock, a mall in Berlin and then loads of kids and a skateboard. Put it all together and see what you get." What you get is Gucci's spring/summer 2016 campaign, says Business of Fashion.

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[Mercedes boots robots from the production line](#)

Mercedes-Benz offers the S-Class sedan with a growing array of options such as carbon-fiber trim, heated and cooled cupholders and four types of caps for the tire valves, and the carmaker's robots can't keep up, according to Bloomberg.

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