

NEWS BRIEFS

## Fendi, Dover Street Market, Jimmy Choo and Tesla – News briefs

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*Kate Hudson for Jimmy Choo*

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By STAFF REPORTS

Today in luxury marketing:

### Fendi for Fendi

Fendi is keeping its latest offering in the family, having enlisted jeweller Delfina Delettrez Fendi - the daughter of co-creative director Silvia Venturini Fendi - to collaborate on a capsule watch collection, says British Vogue.

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

### Why fashion is a property developer's not-so-secret weapon

As the sun rises over London's Haymarket on March 20, there are many who hope the strip just south of Piccadilly Circus, home to an unusual mix of tenants, including a Planet Hollywood and Her Majesty's Theatre, will be recast in a different light. That's because it is the first day of public trading for the new London location of Comme des Garçons' Dover Street Market, the high-concept, multi-brand fashion store, which moved into the 31,000-square-foot former Burberry headquarters at 18-22 Haymarket after a 200 percent rent increase at its original Mayfair location, per Business of Fashion.

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

### Jimmy Choo says Asia will help it outperform luxury market

British shoemaker Jimmy Choo said strong demand in Asia would help it grow faster than the overall luxury market this year, after it posted a 7.2 percent rise in underlying revenue in 2015, reports The Guardian.

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

### How Tesla's Model 3 could conquer low-end luxury

What happens when the price of electric cars falls lower than the gasoline-powered competition? That's the question Tesla Motors Inc. wants to answer with its Model 3, which will carry a \$35,000 price tag at its unveiling on March 31. But we don't need to wait until the Model 3 goes on sale, because Tesla already has an inexpensive electric vehicle to learn from: the Model S, according to Bloomberg.

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

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