

NEWS BRIEFS

## Prada, Chinese elements, fashion zeitgeist and Trump – News briefs

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*Prada spring/summer 2016 ad*

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By STAFF REPORTS

Today in luxury marketing:

[Prada's turnaround recipe includes cheaper bags and online push](#)

Prada, the struggling Italian luxury-goods maker listed in Hong Kong, plans to introduce more lower-priced handbags and double its online business as it seeks to reverse two years of stagnant sales, according to Bloomberg.

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[Are Chinese elements actually important for reaching China's luxury consumers?](#)

As luxury brands roll out a host of special-edition Chinese New Year items every holiday season and foreign companies back Chinese brands like Shang Xia and Qeelin, the industry is working to find ways to resonate with Chinese culture, per Jing Daily.

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

[These two guys are changing how we think about fashion](#)

Alessandro Michele of Gucci and Demna Gvasalia of Balenciaga and Vetements are making clothes that capture the zeitgeist, says T magazine.

[Click here to read the entire article on The New York Times' T magazine](#)

[Keith Olbermann lists Trump Palace condo, takes swipe at Trump campaign](#)

In March, Keith Olbermann wrote an op-ed in the Washington Post announcing plans to move out of his Trump Palace apartment in New York City due to his opposition to the building's developer, Republican presidential candidate Donald J. Trump. Now, the liberal news and sports commentator is following through, listing the roughly 1,750-square-foot condo for \$3.9 million, reports the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)