

NEWS BRIEFS

Raf Simons, Swiss watchmakers, Balmain and Ford – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Raf Simons to present at Pitti Uomo](#)

Raf Simons will unveil at Pitti Uomo the spring 2017 collection of his namesake men's brand and present a special project, says WWD.

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[Clock ticking as Swiss watchmakers await market recovery](#)

In two small Swiss towns, watchmakers are trying to strike a balance as delicate as the mechanisms in their precision-engineered watches - squeezing suppliers to cope with an industry crisis while preserving the skills that drove past successes, reports Reuters.

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[Balmain's ready-to-wear revival collection is not for the faint-hearted](#)

A decade or so ago, Balmain was a fuddy-duddy, little-remembered label whose most successful recent mass product launch was a seventies line of faux chevaux (Balmain Hair Couture; it's still going today). Oscar de la Renta helmed the haute couture until 2002, satisfying its founder's love of "Jolie Madame" suits and dressing the world's richest women, richly. After his tenure, the house languished, according to The Telegraph.

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

[Ford begins taking applications to buy "mid-\\$400Ks" GT supercar](#)

The 2017 Ford GT will have a starting price "in the mid-\$400,000s" plus destination and delivery charges, Ford Motor Co. said as it began taking applications April 13 for the first 300 to 500 cars, per Automotive News.

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