

NEWS BRIEFS

Heritage brands, Louis Vuitton, Dolce & Gabbana and watches – News briefs

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Louis Vuitton for UNICEF

By STAFF REPORTS

Today in luxury marketing:

[The future of luxury is now, as heritage brands meet new demands](#)

It was one of the most exclusive fashion shows of all time. When Tom Ford debuted his comeback women's collection in September 2010, he invited only 100 people to watch Lauren Hutton, Julianne Moore, Daphne Guinness, Beyoncé, and his other famous muses model sexy python-print gowns and fringed coats on the runway. The event took place months before the clothes would arrive in stores, and no photographs were allowed.

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[Behind Louis Vuitton's pinky promise](#)

While reviewing Louis Vuitton's annual budgets, chief executive Michael Burke was astounded at the number of small unrelated charities the luxury giant supported. There was a project to support oyster farming in an obscure Japanese village and another to engage disadvantaged children with the arts in London.

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[Patrizio di Marco and Dolce & Gabbana match not happening](#)

It was not meant to be. Market sources in Milan say that the match between Patrizio di Marco and Dolce & Gabbana did not crystallize in the end, reports Women's Wear Daily.

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[When it comes to luxury watches, green is the new blue](#)

For a couple of years now, blue faces have been buzzy in the world of mechanical watches. But this year at Baselworld, the leading trade show for luxury timepieces, many brands were experimenting with various shades of green dials and to great effect, says Bloomberg.

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