

NEWS BRIEFS

Bottega Veneta, Gucci, Furla and Ferrari – News briefs

May 3, 2016



Mica Arganaraz for Bottega Veneta spring/summer 2016

By STAFF REPORTS

Today in luxury marketing:

[Bottega Veneta goes coed in September to mark anniversaries](#)

Bottega Veneta is the latest designer brand to meld its men's and women's shows into one, revealing plans to present its men's and women's spring 2017 collections together in September. The event is meant to celebrate the 50th anniversary of the brand and the 15th year of Tomas Maier as creative director, says Women's Wear Daily.

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[Gucci cracks down on netherworld knock-offs](#)

Gucci is serious about stamping out fakes. Even in the afterlife. In a letter this week, the luxury company urged six Hong Kong shops to stop selling knock-off Gucci-branded paper products meant as offerings to the deceased, per the Wall Street Journal.

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

[Furla moves closer to IPO after loan pact with Moncler investor](#)

Handbag maker Furla reached an agreement with Tamburi Investment Partners that moves the Italian fashion company closer to an initial public offering, according to Bloomberg.

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[Ferrari nudges up earnings view, Marchionne becomes CEO](#)

Italian luxury carmaker Ferrari on May 2 nudged up its full-year earnings forecast after a stronger-than expected first quarter, helped by higher shipments and better margins, reports Reuters.

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