

NEWS BRIEFS

## Burberry, Cuba, The Met Gala and The Connaught – News briefs

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*Personalized Burberry scarf for James Bay*

By STAFF REPORTS

Today in luxury marketing:

### [Burberry tightens brand strategy in US turf war](#)

The brand is more reliant on contracts with department stores to sell its products, leaving it vulnerable to markdowns, reports The Wall Street Journal.

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### [Chanel's Cuba show spotlights potential, hurdles for fashion](#)

First President Barack Obama. Then The Rolling Stones. And now Karl Lagerfeld and Chanel, says WWD.

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### [Decoding Manus x Machina](#)

The term "fashion-tech" may be less than 10 years old, but many of the garments on display in Manus x Machina: Fashion in the Age of Technology date back to the early 1900s. The exhibit, which opens publicly at the Costume Institute at the Metropolitan Museum of Art on May 5, takes a broader view of the interplay between technology and fashion, at a time when tech companies are marketing their devices as fashionable and fashion companies are eager to be seen as tech-savvy, per Business of Fashion.

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

### [Iconic London luxury hotel revives culinary tradition](#)

London is a city full of top tier luxury hotels of every ilk, but even in this lofty crowd, few are as distinguished as the Connaught, which has been practicing its particular style of high-touch, understated regal customer service for 120 years. In the past decade the hotel received a \$100 million-plus total renovation, adding a pool, spa and new suites, but everything from the front door to the ultra-classic bar to the dining room remain classic London hallmarks of the finest in travel, according to Forbes.

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

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