

NEWS BRIEFS

Ralph Lauren, craftsmanship, Bottega Veneta and equestrian estates – News briefs

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Ralph Lauren Collection spring/summer 2016 ad campaign

By STAFF REPORTS

Today in luxury marketing:

[Valerie Hermann promoted at Ralph Lauren](#)

Stefan Larsson, chief executive officer of Ralph Lauren Corp., has made some changes to his top management team, reports WWD.

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[From luxury to craft: Climbing the "discernment curve"](#)

Growing sophistication rather than raw wealth is becoming the main driver of how people consume, shifting luxury spend to craft or brands with craft credentials, argues Guy Salter, per Business of Fashion.

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

[Laid-back luxury at Bottega Veneta](#)

A Bottega Veneta store opening on Rodeo Drive this week is the latest evidence of the fashion industry's push for U.S. growth to overcome luxury doldrums in Asia and Europe. It has a tall order to fill attract the attention of wealthy consumers who are bombarded with too many luxury products and stores, according to WSJ.

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

[Seven over-the-top equestrian estates across America](#)

If you win big this weekend at the Kentucky Derby (like, really big) and want to park those winnings in some real estate, you may be in luck. The luxury market has surpassed pre-crash heights in many arenas, but relative bargains in horse-centric properties are still possible, says Bloomberg.

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