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NEWS BRIEFS

Givenchy, Versace, Fendi and Ritz Paris – News briefs

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Givenchy fall 2016

By STAFF REPORTS

Today in luxury marketing:

Givenchy's fall ads interpret runway for reality



Keeping it real: That's Riccardo Tisci's new mantra for Givenchy advertising, says Women's Wear Daily.

Click here to read the entire article on Women's Wear Daily

Donatella: The calendar is in a shambles

Not one to mince her words (just last week she declared: "I don't know how to do things quietly"), Donatella Versace has given a clear verdict on what she thinks about the state of the changing fashion calendar, reports British Vogue.

Click here to read the entire article on British Vogue

Fendi forced to retract opposition to Roma Pride using image of HQ

Fendi has been forced into an embarrassing U-turn after threatening to sue one of Italy's leading LGBT rights groups over an advertising campaign in which the activists used the Italian fashion house's new headquarters to promote Rome's upcoming Pride parade, according to The Guardian.

Click here to read the entire article on The Guardian

Luxury lineage: A brief history of the Ritz Paris

"When I dream of an afterlife in heaven," Ernest Hemingway once wrote, "the action always takes place at the Ritz Paris." This month, after a \$220 million renovation, the legendary hotel will reopen after four years and begin the next chapter in its rich 118-year history. Marcel Proust and Coco Chanel once called the Ritz home, Sophia Loren considered it "the most romantic hotel in the world," and the Nazis took over several floors when they occupied Paris during World War II, per Forbes.

Click here to read the entire article on Forbes

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