

NEWS BRIEFS

Carolina Herrera, Stella McCartney, Yoox Net-A-Porter and Formula 1 – News briefs

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*Image courtesy of Yoox.com*

By STAFF REPORTS

Today in luxury marketing:

Carolina Herrera taps Snapchat publication Sweet

“We like to be the first to try things,” says Francois Kress, president and chief executive of Carolina Herrera. Indeed, while the 35-year-old fashion house may not be top of mind when it comes to digital innovation, the label and its fearless leader, Ms. Herrera herself, have been more than willing to experiment with everything from virtual reality to Instagram, where it has amassed more than 1 million followers, per Business of Fashion.

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

Stella McCartney is making menswear

After decades spent transforming the tenets of men’s wear for women, imbuing the traditional Savile Row trouser suit with a sexual insouciance, Stella McCartney is finally doing the inevitable: making men’s wear for actual men, according to The New York Times.

[Click here to read the entire article on The New York Times](#)

Yoox Net-A-Porter loses another executive as human resources chief quits

Another senior staffer has left Yoox Net-a-Porter Group following the merger that created the online luxury retailer, reports Bloomberg.

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

Formula One still following the money

Azerbaijan makes its Formula One debut this weekend but there is nothing new about the commercial logic that brings the sport to Baku, says Reuters.

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