

NEWS BRIEFS

British fashion, Brioni, sustainability and automobiles – News briefs

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Metallica for Brioni

By STAFF REPORTS

Today in luxury marketing:

[British fashion market declines for first time in 6 years](#)

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The British fashion market has declined for the first time since 2010, according to a report based on pre-Brexit statistics from Kantar Worldpanel, per Women's Wear Daily.

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[Metallica star in hilarious luxury menswear campaign](#)

Italian luxury menswear brand Brioni is getting ready to reveal its first line under new creative director Justin O'Shea. He wanted something more "rugged, masculine," so he got Metallica to model some tuxedos, suits, and sunglasses for his first campaign. The heavy metal icons posed for black-and-white photos (taken by Zackery Michael) as a group and individually. Their positioning was inspired by the cover for Queen's "Bohemian Rhapsody" single, says Pitchfork.

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[Chanel, Gucci and luxury fashion's sustainability crossroads](#)

The world around luxury fashion is changing. Former CEO of Chanel Maureen Chiquet put it well at the New York Times luxury conference in Versailles earlier this year: She described an inflection point, shaped by macro-economic challenges that have diminished tourist flows and luxury sales, ecommerce that has eroded the exclusivity of luxury items and the evolution of consumer desires, with new generations looking for values-driven purchases, reports Green Biz.

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[Ferraris to Jaguars purr on US roads with fuel boost from Asia](#)

From Beverly Hills to The Hamptons, luxury cars on U.S. roads are relying on help from Asia to keep them purring with high-octane gasoline, according to Bloomberg.

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