

NEWS BRIEFS

## Couture, Tod's, Ferrari and Chinese consumers – News briefs

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*Chanel haute couture runway show*

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By STAFF REPORTS

Today in luxury marketing:

### [Snapchat takes turn at couture](#)

Snapchat aims to add to its fashion momentum with a coming-out party at the Paris couture, says Women's Wear Daily.

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### [Tod's weighs shift in collections sales strategy](#)

Italian luxury leather goods group Tod's is weighing up plans to scrap its six-monthly collections and instead release new products more frequently in the latest sign of the internet's impact on the luxury sector.

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

### [Ferrari offers open-top version of \\$1.1M hybrid LaFerrari](#)

Ferrari NV is aiming to plump up its balance sheet with a new limited-edition, open-top version of the 1 million euro (\$1.1 million) hybrid LaFerrari sports car, according to Bloomberg.

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### [As tastes mature, Chinese crave native materials](#)

Tucked away in a Beijing alleyway, the artsy studio and boutique of fashion designer Kathrin von Rechenberg stands out in a city filled with shiny new malls and mega-brand flagships. Her intricate, contemporary silk pieces in earthy colors are created using a fabric-dyeing technique that dates back to the Ming dynasty called xiangyunxia, or tea silk, per Business of Fashion.

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

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