

NEWS BRIEFS

Ritz Paris, Ferrari, Michael Kors and Ralph Lauren – News briefs

July 11, 2016



Image courtesy of Ralph Lauren

By STAFF REPORTS

Today in luxury marketing:

[New Ritz Paris hotel anchors Place Vendme's overhaul](#)

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Place Vendme is ready to sparkle once again, says WWD.

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

[Ferrari and Ray-Ban agree on deal](#)

Iconic Formula One team Ferrari and luxury eyewear manufacturer the Luxottica Group have signed a sponsorship agreement, reports Sports Pro Media.

[Click here to read the entire article on Sports Pro Media](#)

[Michael Kors: The man who built a \\$1B fashion empire](#)

He's got Gwyneth on speed dial, has dressed everyone from Anna Wintour to Oprah, and has built a billion-dollar business empire from scratch. From child model to model American, Laura Craik meets Michael Kors, per The Evening Standard.

[Click here to read the entire article on The Evening Standard](#)

[Ralph Lauren's turnaround plan has parallels of Ford Motor's road map](#)

When the Ralph Lauren Corporation recently unveiled a turnaround plan, calling it "The Way Forward," it unwittingly invoked another all-American icon fallen on hard times: Ford Motor, whose "Way Forward" plan in 2006 saved the automaker from bankruptcy, according to the New York Times.

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