

NEWS BRIEFS

Luxottica, algorithms, Alexander McQueen and Brexit – News briefs

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Michael Kors sunglasses are a license of Luxottica

By STAFF REPORTS

Today in luxury marketing:

[Luxottica unfolds welfare policy](#)

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Luxottica Group continues to expand its welfare policy, reports Women's Wear Daily.

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[Using an algorithm to figure out what luxury customers really want](#)

I met Metis's mother in Los Angeles in the summer of 2014. We were introduced by a mutual friend. At that time, Metis, named for the Greek goddess of wisdom, was brand new. She is a curated, big data analytics aide-de-camp not quite at the level of artificial intelligence, but close and she speaks in a British accent, says the Harvard Business Review.

[Click here to read the entire article on the Harvard Business Review](#)

[A designer will grow Alexander McQueen's skin in a lab to use for leather bags and jackets](#)

Alexander McQueen, the celebrated fashion designer who committed suicide in 2010, liked to provoke. His 2001 asylum-themed collection, for example, culminated with a fleshy, nude woman reclining in a glass cube, breathing through tubes connected to a face mask as large live moths fluttered around her, according to Quartz.

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

[How Brexit stole Christmas](#)

The sun is shining, Wimbledon's underway, the tree is trimmed and the turkey's on the table. Oh, it must be Christmas in July. But it looks like Brexit has already stolen all the fun, Bloomberg reports.

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