

NEWS BRIEFS

Ferragamo, the Internet's impact on fashion, Ralph Lauren and Luxottica – News briefs

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Ferragamo fall/winter 2016 ad campaign

By STAFF REPORTS

Today in luxury marketing:

[Salvatore Ferragamo honored with exhibition in his hometown](#)

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Salvatore Ferragamo is being feted with an exhibition at his native Bonito, a small town in the Campania region in Southern Italy, says WWD.

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[The Internet is so bad it's awesome](#)

The day the world went online, it was a blast. Ditto when Johannes Gutenberg introduced Europe to the wonders of the printing press in the depths of the 15th century. A blast or a big bang. In fashion, instant global connectivity and the liquidity of Internet culture introduced a kind of explosive digital virus into a realm that was once secluded, exclusive and excluding. Was it good? Was it bad? Definitely both, per Business of Fashion.

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

[Ralph Lauren's American dream](#)

Entering the Rhinelander Mansion on New York's Upper East Side is like quietly opening a window into Ralph Lauren's mind. Many describe Lauren's superpower as his ability to turn his wildest dreams into reality, and inside that mansion, Ralph Lauren's original flagship location, his dreams are made real in every nook and cranny of the place, according to Racked.

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

[Luxottica cuts 2016 outlook as US weakness hits profit](#)

Italian eyewear group Luxottica cut its full-year outlook on July 25, blaming uncertain markets, after first-half adjusted operating profit fell 2.5 percent hit by weakness in North America, its biggest market, reports Reuters.

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

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