

NEWS BRIEFS

Prada, Marc Jacobs, Mercedes-Benz and Pirch – Live news

August 29, 2016



Marc Jacobs resort 2017 collection

By STAFF REPORTS

Luxury Daily's live news from Aug. 26:

[Marc Jacobs launches MTV collection ahead of VMAs](#)

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U.S. fashion label Marc Jacobs is teaming up with MTV to fete its Video Music Awards on Aug. 28.

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[Mercedes-Benz Stadium gets first look in Madden franchise game](#)

German automaker Mercedes-Benz's namesake stadium in Atlanta is debuting in virtual form.

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[Prada anticipates turning point in 2016 after declining H1 revenue](#)

Italian fashion company Prada's net revenues fell 13 percent at constant exchange rates in the first half of 2016, but the brand is hopeful for the future.

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[Pirch hires from Luxottica Group for presidential position](#)

Appliance retailer Pirch has appointed Andrea Dorigo its new president, looking to draw upon the executive's experience within the luxury sector.

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