

NEWS BRIEFS

Marc Jacobs, Prada, Furla and K-Pop in China – News briefs

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Image from Prada's fall/winter 2016 women's wear campaign

By STAFF REPORTS

Today in luxury marketing:

[Marc Jacobs on Winona Ryder's unique style and having fun with fashion](#)

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When I go to meet Marc Jacobs, the designer who turned grunge into a high-fashion statement and photographed Victoria Beckham in a carrier bag, it is exactly five weeks before his next show at New York fashion week, reports The Telegraph.

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[How Prada's new-look accounting flatters figures](#)

If the devil wears Prada, then you can find it in the details of the luxury goods maker's numbers, says The Wall Street Journal.

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[Furla grows 28pc in first half; president discusses possible IPO](#)

Furla will mark its 90th anniversary next year and president Giovanna Furlanetto is eyeing more milestones even, possibly, "immortality" for the company founded by her father, Aldo, in 1927, per WWD.

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[China's K-Pop ban hits luxury marketers](#)

When luxury brands choose celebrities for promotion and marketing, they aren't normally making a political decision unless they're in China, that is, according to Jing Daily.

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