

NEWS BRIEFS

Ralph Lauren, Anya Hindmarch, luxury demand and department stores – News briefs

September 16, 2016



Anya Hindmarch at her studio, image courtesy of Sotheby's

By STAFF REPORTS

Today in luxury marketing:

[#SuzyNYFW: Ralph Lauren leads the runway-to-retail revolution](#)

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How to stop traffic on Madison Avenue? Another designer might have sent out a model in a bold Navajo outfit or one wearing a slinky, sparkling purple dress flashing flesh at the waist. But perhaps only Ralph Lauren could have closed the historic New York street altogether, building on to the sidewalk an ephemeral new space with tiered rows for the audience to see the classic designer's latest collection, says Vogue.

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

[Anya Hindmarch hosts breakfast at Sotheby's](#)

Anya Hindmarch hosted an intimate breakfast to launch a collection of works that she guest-curated for Sotheby's on Sept. 15, per WWD.

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[Gauging luxury demand now more art than science](#)

What makes the super-rich tick? Cartier-owner Richemont and French bag-maker Hermes must wish they knew. Richemont says its first-half operating profit will be down 45 percent on poor sales in all regions, while Hermes is to scrap its revenue targets because trading is so uncertain. With global GDP to grow by 2.4 percent this year, brands can't just blame weak economies, reports Reuters.

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

[Mall owners to department stores: See ya!](#)

The United States' second-largest mall operator has a message for department stores leaving its malls: See ya, wouldn't want to be ya, according to Bloomberg.

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