

NEWS BRIEFS

Luxury climate, Zegna, Trump Hotels and Mercedes – News briefs

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Zegna couture ad campaign

By STAFF REPORTS

Today in luxury marketing:

[Even Chanel and Hermès susceptible to current climate](#)

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There's no question the past year has been a difficult one for luxury brands. In 2015, the global market for personal luxury goods grew to 253 billion (about \$284 billion), up only 1 percent on the previous year in real growth terms, according to a report by Bain & Company, a global consulting firm, per Business of Fashion.

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[Ermenegildo Zegna Group buys majority stake in Bonotto](#)

In a strategic move, the Ermenegildo Zegna Group has taken a controlling stake in Bonotto SpA, a high-end textile manufacturer based in Molvena, near Vicenza, says Women's Wear Daily.

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[Trump's new Washington hotel vandalized with spray-painted graffiti](#)

Donald Trump's new luxury hotel in downtown Washington has been vandalized, according to The New York Times.

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[Mercedes pads US luxury lead as incentives fail to boost BMW](#)

Mercedes-Benz outsold luxury-auto competitors in the U.S. in September, adding to its lead for the year as demand for its sport utility vehicles helped overcome a surge in incentive spending by BMW, reports Bloomberg.

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