

NEWS BRIEFS

Louis Vuitton, Chanel, Kering Eyewear and Alber Elbaz – News briefs

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Chanel ready-to-wear, spring/summer 2017

By STAFF REPORTS

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[Louis Vuitton luxury goes futuristic at Paris Fashion Week](#)

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The Place Vendôme, like Louis Vuitton, is a monumental triumph of French luxury branding. The grandest square in Paris which is not square but octagonal, faceted like a diamond so the rows of tall symmetrical windows reflect the maximum amount of sunlight is an illusion. The Place Vendôme is a facade, a 300-year-old shopfront, behind which the owner of each plot is free to rebuild at will, so long as what the well-heeled shoppers on the pavement see is unaffected, reports The Guardian.

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

[Charting the future of Chanel](#)

Future thinking was the order of the day at Chanel Oct. 4. While the latest chapter of the label's great set story took on the guise of a digital data centre and the spring/summer 2017 collection was opened by two robots (followed by futuristic models carrying digitalized clutches and laptop holders), backstage at the Grand Palais, the future of the fabled French fashion house itself was the subject of our conversation with its president of fashion Bruno Pavlovsk, says British Vogue.

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

[How Kering built a startup to disrupt the eyewear market](#)

After a two-year wait, this month Kering will finally launch its first Gucci eyewear collection to be produced in-house, following the French conglomerate's decision to terminate its licensing agreement with Safilo and bring the brand's eyewear business back into the group, according to Business of Fashion.

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

[Alber Elbaz receives a French honor and a crowd's cheers](#)

"I cannot believe what a fabulous front row is here," Alber Elbaz, the former artistic director of Lanvin, said on Oct. 4 as he drew some of the biggest names in the industry to a gilded room in the Palais Royal. "Here I am, inviting you to a show with no dresses. It was difficult, but don't you find it original?" per The New York Times.

[Click here to read the entire article on The New York Times](#)

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