

NEWS BRIEFS

Karl Lagerfeld, Roberto Cavalli, in-store tech and Tesla – News briefs

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Roberto Cavalli fall/winter 2016 campaign

By STAFF REPORTS

Today in luxury marketing:

[Karl Lagerfeld said to guest edit French Vogue](#)

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Be my guest: Karl Lagerfeld, perhaps fashion's most gifted multitasker, is donning the guest editor cap for French Vogue, says WWD.

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

[Cavalli prepares for radical turnaround as Peter Dundas exits](#)

Just hours after news broke that designer Peter Dundas is leaving Roberto Cavalli after only 19 months at the brand, chief executive officer Gian Giacomo Ferraris has announced a radical and comprehensive reorganization of the entire company, reports Business of Fashion.

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

[Luxury brands turn to in-store tech to boost fashion retail](#)

A tour bus is depositing 50 or so passengers on the pavement next to the grands magasins Paris's fabled department stores, Galeries Lafayette and Printemps. As they stream into the stores, any brand would love to know who they are and what makes them notice one product over another, according to the Financial Times.

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

[Tesla's credit lines seen helping Musk delay tapping Wall Street](#)

Tesla Motors Inc. chief executive officer Elon Musk, who plans to merge the automaker with SolarCity Corp., surprised investors when he tweeted that it would no longer be necessary for either company to raise equity or borrow money this quarter. That doesn't mean he's flush with cash, per Bloomberg.

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

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