

NEWS BRIEFS

## Tomas Maier, Mercedes, Hugo Boss and Alexander McQueen – News briefs

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*Bottega Veneta fall/winter 2016 campaign*

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By JEN KING

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[Tomas Maier on stealth luxury and slow fashion](#)

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In a fashion climate marred by noise, brand pollution, fickle consumers and retailers struggling to adapt, Bottega Veneta remains the second-largest luxury brand in Kering's portfolio after Gucci. Helming the creative direction is Tomas Maier, who in 2001 during the flashy logo-mania of the early Aughts resuscitated the brand from near-bankruptcy by cementing its identity with a quieter approach to design: one that prioritizes quality, tradition and heritage over ostentation, reports WWD.

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

[Mercedes-Benz starts luxury pickups for adventurers, rich dads](#)

Mercedes-Benz is building pickups with nubuck-leather seats and oak trim, in a bet that double-cab trucks will reel in wealthy parents and sailboat owners the same way off-road SUVs did a few decades ago, says Bloomberg.

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

[Hugo Boss CEO says wants to abandon luxury segment](#)

German fashion house Hugo Boss is planning to abandon the luxury market and go back to its roots of selling premium men's clothing, its chief executive told Handelsblatt, per Reuters.

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

[Jack O'Connell to play Lee Alexander McQueen](#)

Jack O'Connell has been cast as Lee McQueen in an upcoming biopic about the designer and his work, Path has confirmed, according to British Vogue.

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

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