

NEWS BRIEFS

Tod's, Donatella Versace, Hedi Slimane and Ferrari – News briefs

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Saira Hunjan for Tod's

By STAFF REPORTS

Today in luxury marketing:

[Tod's to build new factory in Italy's Marche region](#)

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Tod's chief executive officer Diego Della Valle has acquired around 54,000 square feet of land in Arquata del Tronto, in the Marche region, investing 1 million euros, or about \$1.1 million at current exchange, according to media reports, to build a new factory to support Central Italy's area, which was hit by a deadly earthquake last August. As reported, Della Valle plans to open a Tod's shoe plant there within a year, reports Women's Wear Daily

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[Lady Gaga to play Donatella](#)

Lady Gaga is to play her long-term friend Donatella Versace in the forthcoming American Crime Story drama which will focus on the murder of Versace's brother, Gianni, in 1997, says British Vogue.

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[Hedi Slimane just gained some ground in his legal battle against Kering](#)

A month ago, Hedi Slimane launched a lawsuit against Kering, the parent company of his former employer Yves Saint Laurent, because he says his contract entitled him to a minority stake in the company. (For everyone keeping score at home, this marks the second suit he has waged against them; the first one, this past summer, was intended to reinstate his non-compete at the brand and the compensatory income that came along with that. It resulted in Kering paying him a \$13 million settlement), per New York magazine.

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[Marchionne sees hybrid tech as way to boost Ferrari's volume](#)

Ferrari CEO Sergio Marchionne sees hybrid technology as a way to boost the brand's profits by lifting sales above 10,000 a year, according to Automotive News.

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