

NEWS BRIEFS

## Opening Ceremony, Loewe, Tesla and superyachts – News briefs

November 23, 2016



*Loewe menswear for fall/winter 2016*

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By STAFF REPORTS

Today in luxury marketing:

[Opening Ceremony welcomes South Korean beauty](#)

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Korean beauty is getting the ultimate stamp of approval from the fashion set: Opening Ceremony is adding it to stores and online, reports WWD.

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[Luxury is a bygone word: Jonathan Anderson's vision for Loewe](#)

"The idea of luxury no longer exists. It is a bygone word. You can go to Tesco and get luxury sausages." Jonathan Anderson has a politician's instinct for a good quote. The 32-year-old fashion designer, who launched his eponymous brand in 2008 and arrived at the Spanish LVMH-group owned leather house Loewe in 2013, works at the heart of the industry he claims to be bygone. But if the luxury landscape is undergoing a radical makeover, Anderson is leading the change, per Financial Times.

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The Superyacht Book, out this month, offers an all-access look at today's most stunning boats and it's also a window into what luxury means now, says Bloomberg.

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