

NEWS BRIEFS

## Chlo, Alexander Hamilton, BMW and Ermenegildo Zegna – News briefs

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*Swedish singers Say Lou Lou for Chlo*

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By STAFF REPORTS

Today in luxury marketing:

[Chlo said eyeing senior Louis Vuitton designer](#)

Does Chlo have its eye on a key design talent on Nicolas Ghesquire's team at Louis Vuitton? asks Women's Wear Daily.

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[Alexander Hamilton has invaded the luxury autograph market](#)

From Broadway to the walls of enthusiastic autograph collectors, our nation's obsession with Alexander Hamilton has reached a boiling point, reports Forbes.

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[BMW teams with IBM's Watson on driver-assist technology](#)

IBM's Watson artificial intelligence system is perhaps best known for helping doctors identify cancer treatments and for beating previous champions at "Jeopardy!" according to Automotive News.

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[Why Zegna is getting into the sheep farm business](#)

Achill, a 6,100-acre farm about 40 minutes east of Armidale, Australia, is not the first place you'd think a \$1.3 billion brand such as Ermenegildo Zegna would make an investment, per Bloomberg.

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