

NEWS BRIEFS

## Tom Ford, trade, Marriott and BMW – News briefs

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*Tom Ford's fall/winter 2016 campaign*

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By STAFF REPORTS

Today in luxury marketing:

### [Report: Tom Ford eyeing new product categories](#)

Is Tom Ford looking at new categories? According to market sources on both sides of the Atlantic, the multitasking designer and filmmaker has men's underwear and timepieces in the pipeline, although the company has declined all comment. One source said talks with men's underwear manufacturers were ongoing, according to Women's Wear Daily.

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### [Luxury goods feature in UK accord for South Korea trade talks](#)

The U.K. and South Korea are set to begin regular trade talks, with luxury brands a particularly promising topic, as Britain prepares to expand its commercial reach once it has left the European Union, reports Bloomberg.

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### [Marriott now has 8 luxury hotel brands it needs to somehow define individually](#)

Marriott International finds itself in new territory heading into 2017 with no less than eight luxury hotel brands following its recent acquisition of Starwood Hotels, says Skift.

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### [BMW shakes up US ad agency work](#)

BMW has made several changes among its advertising agencies in the U.S., bringing new shops aboard to handle duties once performed by MDC Partners' KBS, per Automotive News.

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

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