

NEWS BRIEFS

Auberge Resorts, Daimler, Loro Piana and Italian Vogue – News briefs

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Women's ready-to-wear by Loro Piana for spring/summer 2017. Image credit: Loro Piana

By STAFF REPORTS

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Today in luxury:

[Auberge Resorts: How a small, family company became a player in ultra-luxury hospitality](#)

Mark Harmon is the founder of Auberge Resorts Collection, a small, family company known in the hospitality industry for developing and operating ultra-luxury inns and resorts across the Americas. When I caught up with Harmon, he was just back from New York, where he had accepted two awards from Travel + Leisure on behalf of Auberge, which was competing against companies many times its size, says Forbes.

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

[Daimler plans \\$1B investment in Alabama to build EQ electric utility vehicles](#)

Daimler AG said it will invest an additional \$1 billion in its U.S. factory in Vance, AL, expanding the 20-year-old site to build fully electric utility vehicles under its EQ subbrand along with their battery packs, reports Automotive News.

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

[Meet the maker: Pier Luigi Loro Piana on building a business on a thread](#)

When we started, there was lots of formalwear made with quality fabrics, but Loro Piana's innovation was to use these in casualwear, too. In the 1990s, we were the first to make a cashmere ski jacket - backing it with a waterproof and windproof membrane, according to The Telegraph.

[Click here to read the entire article in The Telegraph](#)

[At Italian Vogue, a new beginning](#)

Little wonder certain questions have been accessorizing the story ever since: Who is this guy anyway? And what's he

going to do with that job? For a start, Mr. Farneti said: "I am not Franca," per the New York Times.

[Click here to read the entire article on the New York Times](#)

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