

NEWS BRIEFS

## Marchesa, children's wear, China and Mercedes – News briefs

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Stella McCartney kids fall/winter 2017. Image credit: Stella McCartney

By STAFF REPORTS

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As far as being swept up in a branding controversy goes, the one Marchesa finds itself in the middle of is among the toughest especially since it isn't one of its own making, says Women's Wear Daily.

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[How millennial culture is driving the luxury kid's wear market](#)

Brands are cashing in on millennial parents whose Gucci- and Yeezy-clad toddlers are generating thousands of likes on Instagram, per Business of Fashion.

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[Wanda golf courses closed in China austerity push](#)

A Chinese county government has declared illegal two high-end golf courses owned by acquisitive Chinese conglomerate Dalian Wanda Group amid a campaign against luxury and waste ahead of a Communist party gathering that begins in Beijing this week, reports the Financial Times.

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[Daimler moves to separate Mercedes, trucks as sector shifts](#)

Daimler AG is firming up plans for its biggest corporate overhaul in a decade, granting its car and truck operations more independence in a move that could pave the way for spinoffs and other deals as the automaker confronts the

disruptive shift to self-driving electric vehicles, according to Bloomberg.

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