

NEWS BRIEFS

Kering, Prada, hotels and Mercedes – News briefs

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Gucci eyewear. Image credit: Gucci

By STAFF REPORTS

Today in luxury:

[Kering puts an end to lawsuit over eyewear origin](#)

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Kering has beat back allegations by small eyewear retailer Selima Optique that the luxury fashion conglomerate mislabeled eyewear as Made in Italy, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Miuccia Prada's "blueprint for the future"](#)

It's been almost a year since Prada debuted its "Prada365" initiative, an ambitious multi-channel attempt to remodel the company's public identity, across everything from print media to Instagram to retail. One of the qualities that has made Miuccia Prada such a force in fashion is her quickfire curiosity, leaping from one idea to the next, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Luxury boutique hotels become part of the college experience](#)

Oberlin College in Ohio, Swarthmore in Pennsylvania and Rollins College in Florida all own hotels. Other small academic institutions, like Colby College in Maine and Williams College in Massachusetts, are also going into the hotel business. But while these colleges are the owners of upscale boutique hotels on or near campus, they are not the developers nor the operators, says Skift.

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

[Mercedes sees a new bumper year in China after edging out Audi](#)

Mercedes-Benz, edging past long-time China luxury-car market leader Audi, expects another 2018 to be another bumper year in the world's biggest auto market as consumer appetite for high-end vehicles like the E-Class sedan

shows no signs of slowing, according to Bloomberg.

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

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