

NEWS BRIEFS

M&As, Azzedine Alaa, silk scarves and Onefinestay – News briefs

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Alaa's spring 2016 collection. Image credit: Net-A-Porter

By STAFF REPORTS

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Today in luxury:

[Richemont's bid to buy YNAP spurs M&A speculation](#)

The race is on. Compagnie Financiere Richemont SA's bid to take full control of the Yoox Net-A-porter Group proves just how hot the pursuit of fashion-tech retailers has become, with investors competing to lock down the top players, and ramp up the retailers' offers and international reach especially in the fast-growing Asian market, reports Women's Wear Daily.

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

[Keeping Alaa alive: A designer died, but his brand did not](#)

When the designer Azzedine Alaa, the last of the great couturiers, a man who could make a dress from sketch to stitch, died unexpectedly in November of a heart attack, the fashion world was first shocked and then deeply saddened and then preoccupied by the inevitable question: What would happen to the brand? per The New York Times.

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

[The new power accessory? The silk scarf](#)

In theory, silk scarves have everything going for them. They're an uplifting hit of color and pattern, evoking the breezy glamour of Grace Kelly in *To Catch a Thief*. When it comes to brands such as Herms and Gucci, with their floral fantasias or Henri Rousseau-esque jungles, scarves can be a wearable work of art, says the Financial Times.

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

[Onefinestay's innovative bet to stay ahead of Airbnb](#)

Nearly two years into Accor's \$168 million play for a piece of the home-sharing pie, the multinational hotel group is throwing down the luxury gauntlet: free, round-the-clock concierge service for an entire year after your vacation. Called "Higher Living," the offering was announced on Jan. 19 by Onefinestay, the luxury rental brand founded in 2009 and acquired by Accor in 2016, according to Bloomberg.

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

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