

NEWS BRIEFS

## Versace, robots, Prada and car sales – News briefs

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*Gigi Hadid for Versace's spring and summer campaign. Image credit: Versace*

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By STAFF REPORTS

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Today in luxury:

[CEO talks: Versace's Jonathan Akeroyd on elevating the brand, eyeing target of 1B euros](#)

Jonathan Akeroyd chooses his words carefully and, in his first interview since his arrival at Versace in 2016 from Alexander McQueen, the executive comes prepared, with notes and precise data, never shying away from the questions even the uncomfortable ones, according to Women's Wear Daily.

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[Luxury goods makers confront rise of the robot](#)

At a Gucci production site on the outskirts of Florence, there is a robot that makes \$650 sneakers. The patented machine, dubbed Reingenious, assembles the shoes, turning them over and manipulating them as it does, while "avoiding the handling and stress of our workers," said a Gucci guide during a recent tour of the site, per the Financial Times.

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

[Shape-shifting art tower completes Prada's city within a city](#)

The lambent new tower of art galleries Rem Koolhaas and his Rotterdam-based firm, OMA, have designed for the Prada Foundation is a chameleon, says The New York Times.

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

[European luxury car sales dip as customers play waiting game](#)

Sales of luxury cars in Europe dipped in May, a sign that customers may be waiting for the new models that Daimler AG's Mercedes-Benz, BMW and Audi are rolling out in coming months, reports Bloomberg.

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