

NEWS BRIEFS

## Leica, Ferrari, Burberry and Gucci – News briefs

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Burberry's runway show on Sept. 17. Image credit: Burberry

By STAFF REPORTS

Today in luxury:

[Leica to add luxury watches](#)

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Leica Camera, the German brand used by famed photographers like Diane Arbus, Henri Cartier-Bresson and Man Ray, plans to add a new category this fall to its array of meticulously made technical items: luxury watches, per The New York Times.

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

[Ferrari targets Herms-like profit margins with hybrid supercars](#)

Ferrari NV's new CEO is aiming to put Apple Inc. in the rear-view mirror as the supercar maker chases the even loftier profit margins of luxury-goods maker Herms International, according to Bloomberg.

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

[Burberry wows retailers at London Fashion Week](#)

Burberry's show during London Fashion Week wowed buyers, who raved about Riccardo Tisci's debut collection and his blend of sophistication and street. They also pointed to neon brights as a strong trend and said that emerging talent usually so powerful in the British capital didn't have much to say, reports WWD.

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

[Harry Styles poses with baby animals in Gucci's new campaign](#)

The 24-year-old musician posed for a second time for the Italian luxury brand wearing men's tailoring pieces from the new Gucci Cruise 2019 collection accessorized with a gold laurel headpiece and lots of baby animals, says Page Six.

[Click here to read the entire story on Page Six](#)

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