

NEWS BRIEFS

## Hudson Yards fashion, Porsche, Pomellato and Max Mara – News briefs

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Rendering Hudson Yards. Image credit: Hudson Yards

By STAFF REPORTS

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Today in luxury:

### [Why Hudson Yards is high stakes for fashion](#)

Hudson Yards, the 28-acre development opening next week over a rail yard in Manhattan, is more than just a mall amid luxury high-rises. For the brands that will occupy its glass-and-steel enclosed corridors, it's their best hope to prove there's a future in brick-and-mortar retail, says Business of Fashion.

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

### [Porsche is boosting production for its first electric car](#)

Porsche AG will increase production of the Taycan after more than 20,000 potential buyers registered to purchase the brand's first electric car, matching the entire annual output initially earmarked for the four-door sedan, reports Bloomberg.

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

### [CEO talks: Pomellato's Sabina Belli](#)

The executive discusses the launch of the new Pomellato Sisterhood Initiative unveiled on International Women's Day, which includes talents ranging from Jane Fonda and Chiara Ferragni to Zhang Jun Ning and Wakeema Hollis, per Women's Wear Daily.

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

### [That cuddly Teddy Bear coat is a monster](#)

Introduced on a Max Mara runway in 2013, the Teddy Bear coat went on to sell thousands, earn millions for the brand and inspire a host of copycats. It shows little sign of slowing down, according to The New York Times.

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

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