

NEWS BRIEFS

## Luxury collaborations, black designers, New York retail and Maserati News briefs

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Fenty sells ready-to-wear apparel and accessories. Image credit: Fenty

By STAFF REPORTS

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Today in luxury:

### [What it takes to power luxury brand collaborations](#)

In the past, brand collaborations with an established company were a favored tool of start-up companies looking to fuel growth and gain access to a ready-made customer base. But we have recently seen an increase in long-established luxury brands, with sizable customer bases of their own, collaborating to reach new target markets and provide their loyal customers with something new, exciting and different, says Women's Wear Daily.

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

### [These black creatives are redefining the luxury fashion world](#)

When it was announced that Rihanna would be releasing her own clothing line earlier this year, we had no doubt the rollout would be as epic as her two previous projects: Fenty Beauty and Savage X Fenty, an intimate-apparel line. The anticipation was just as high, if not higher, for Fenty after she dropped a few sneak peeks of her wearing the goods on her Instagram account, reports Essence.

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

### [How retail rediscovered Bleecker Street](#)

By 2017, the Bleecker Street retail corridor had crumbled. Luxury fashion tenants like Ralph Lauren, Coach and Marc Jacobs had been shuttering their multiple storefronts steadily since 2011 as a result of rising rents and falling foot traffic. What Marc Jacobs previously called one of Manhattan's best streets for retail became 40 percent vacant, according to Vogue Business.

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

### [Maserati to invest at least 1.6B euros to launch new models](#)

Fiat Chrysler's luxury brand Maserati will invest at least 1.6 billion euros (\$1.75 billion) to produce its first hybrid and electric models, including a new super sports car and a new sport utility vehicle, it said on Thursday, per Reuters.

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

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