

NEWS BRIEFS

Valentino, Mytheresa, Safilo, Bentley and Cond Nast – Live news

December 11, 2019



Mytheresa Men will target men looking for fashion beyond the vagabond, street look. Image credit: Mytheresa

By STAFF REPORTS

Luxury Daily's live news from Dec. 10:

[Valentino reaches for the moon with new menswear Spaceland collection](#)

The space-inspired graphics are "a journey into space through contemporary aesthetics and cosmic details. The Spring 2020 collection balances spontaneous coolness and a street-sensitive attitude," per Valentino.

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[Mytheresa eyes post-streetwear fashion market for menswear ecommerce debut](#)

The German online retailer will enter a menswear fashion ecommerce market currently served globally by Net-A-Porter's Mr Porter, MatchesFashion and Farfetch.

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[Bentley Motors eyes skiers with Bomber Ski partnership](#)

Bentley Motors has partnered with U.S.-based Bomber Ski to produce special-edition skis to mark the British automaker's centenary.

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[Safilo to cut 700 jobs, turn consumer-facing and digital as loss of \\$220M LVMH business stings](#)

The 2020 reorganization is designed to make Safilo more focused on building a digitally oriented, direct-to-consumer business even as it seeks licenses to make eyeglasses, frames and sunglasses for leading luxury and premium brands.

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[Cond Nast brings B2B Vogue Business brand to China](#)

Media group Cond Nast is expanding its Vogue Business title internationally with the launch of a China edition, catering to the growing fashion, beauty and luxury business in the market.

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