

NEWS BRIEFS

Altagamma warning, most expensive real estate, Brioni and Hearst Magazines – Live news

December 18, 2019



Matteo Lunelli is 2020-22 president of Altagamma, Italy's trade body for local luxury brands and retailers. Image credit: Altagamma

By STAFF REPORTS

Luxury Daily's live news from Dec. 17:

[Hearst Magazines, eyeing cross-channel expertise, hires Kristen O'Hara from Snap for US ad sales and marketing](#)
At Hearst Magazines, she will handle U.S. advertising sales and marketing across the publisher's media brands and oversee integrated and corporate sales.

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[Brioni goes in-house with Mehdi Benabadji as new CEO to reposition brand](#)

The Kering veteran assumes the leadership role at Rome-based Brioni amidst rapid changes within the men's formalwear sector as affluent males switch to more casual and street-style apparel and accessories.

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[New York and Hong Kong top list of most-expensive residential streets worldwide](#)

New York's 57th Street, also known as Billionaires' Row, topped the global list of ultra-prime residential streets and neighborhoods where transactions of more than \$25 million have taken place.

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[New Altagamma chief's warning: Italy stands to lose 236,000 artisans in next 5 years](#)

Matteo Lunelli has his work cut out. On Jan. 1, he becomes the new president of Altagamma, succeeding the formidable Andrea Illy, with a mandate to support and save Italian craftsmanship.

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[Major brands share outlook for 2020 - join us at Luxury FirstLook Jan. 15](#)

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FirstLook 2020 conference in New York Jan. 15. Speakers include senior execs from Kering, David Yurman, Pernod-Ricard, Boston Consulting Group, Forrester Research, UBS, Meredith Luxury, Blade, Mitchells Stores, Crown & Caliber, McCann Truth Central, Dentsu Luxe, Publicis Sapient, Shullman Research Center, Digital Luxury Group and Resonance.

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