

NEWS BRIEFS

Day's wrap: Ferragamo, Hugo Boss, McLaren, Lamborghini and luxury dream home

May 11, 2022



Salvatore Ferragamo's growth strategy includes bringing new energy into the brand to reach younger consumers. Image credit: Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for May 11:

Salvatore Ferragamo plans to double sales by 2027

Italian fashion house Salvatore Ferragamo has reported a 23.2 percent year-over-year increase in revenue for the quarter ending March 31, 2022, reaching 289 million euros, or \$305 million at the current exchange.

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Hugo Boss announces dog apparel venture

German fashion group Hugo Boss has entered into an exclusive five-year global dog apparel and accessories license agreement with Kanine Pets World Limited as it expands into new categories.

McLaren launches Genesis Collection NFTs

British car manufacturer McLaren Automotive is now selling its first Genesis Collection NFT drop, inspired by the P1 and P1 GTR models, through its recently launched MSO Lab digital community.

Lamborghini breaks record with 2,539 vehicles delivered in Q1

Italian auto manufacturer Lamborghini has reported revenues of 592 million euros, or \$624.9 million at the current exchange, in the first three months of 2022 a 13.3 percent increase year-over-year.

Luxury Portfolio International creates dream home rendering

Real estate marketing firm Luxury Portfolio International (LPI) has unveiled its first CGI rendering of a luxury dream home inspired by the top seven demands of high-net-worth homebuyers.

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