

NEWS BRIEFS

Saint Laurent Paris, Hermès, Cartier and luxury automakers – News briefs

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By STAFF REPORTS

Today in luxury marketing:

YSL's Paul Deneve: 'Hedi vs. Raf' obscures fashion moment

In a letter to WWD, Saint Laurent Paris president/CEO Paul Deneve states, "I always enjoy reading WWD reports but I was disappointed not to see this one take its usual neutral stance."

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Rei Kawakubo collaborates with Hermès

Rei Kawakubo, the founder of fashion label Comme des Garçons, has teamed up with Hermès to design two collections of silk scarves, according to the Daily Telegraph.

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

Tech, Tock: Cartier, the crisis of luxury and the ID Two Concept Watch

Everybody loves a story, and the core story of luxury is remarkably unvarying: hand-craftsmanship, the preservation of traditional skills, continuity in method going back, if at all possible, decades, a Forbes contributor reports.

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

[Luxury car competition intensifies in India](#)

India is the latest stage in the competition between three German auto giants: BMW, Audi and Mercedes-Benz, per The Wall Street Journal.

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