

## NEWS BRIEFS

# LVMH, Missoni, Christian Lacroix and Turkey – News briefs

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By STAFF REPORTS

Today in luxury marketing:

### [LVMH acquires majority stake in Cova](#)

LVMH, the world's largest luxury goods group, has bought a majority stake in Milanese coffee house Cova, once the haunt of composers Giacomo Puccini and Giuseppe Verdi, located at the center of the city's costly "golden grid" of luxury shopping streets, per the Financial Times.

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### [Vittorio Missoni's plane found](#)

Missoni said June 27 that the oceanographic ship Deep Sea has found the small aircraft YV2615BN-2A that carried Vittorio Missoni, his life partner Maurizia Castiglioni, friends Guido Foresti and Elda Scalvenzi and two crew members and disappeared on Jan. 4, WWD reported.

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

### [Lacroix revives his couture line just once, will dedicate it to Elsa Schiaparelli](#)

Christian Lacroix, who has spent the past few years working on a multitude of stage

costumes for ballets and exhibits, will put on his couture hat once again to design a special one-off collection inspired by one of his heroes, Elsa Schiaparelli, according to Refinery 29.

[Click here to read the entire story on Refinery 29](#)

[Turkish unrest hurting luxury-goods demand, Zegna CEO says](#)

Social unrest in Turkey and Brazil is making it harder for luxury-goods makers to keep shoppers spending in a difficult economy, according to Ermenegildo Zegna, per Bloomberg.

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