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Prada, Barneys, BMW and Marc Jacobs – News briefs

By [Staff reports](#)

March 29, 2012



Today in luxury marketing:

Michael Pitt model-pouts for Prada

Michael Pitt trades his Prohibition-era duds for Prada in the brand's spring 2012 men's campaign, according to The Cut. [Click here to read the entire story on The Cut](#)

Barneys tweaks tailored

clothing floor

Isaia, Brioni, Kiton and [Andrea Campagna](#) are now showcased by the company's suits and furnishings, according to WWD. [Click here to read the entire story on WWD](#)

BMW recalling 1.3 Million cars to fix electrical flaw

German luxury carmaker BMW AG said that it is recalling about 1.3 million vehicles worldwide for repair due to potential problems with a battery-cable cover, one of the German luxury car maker's largest recalls in recent years, according to WSJ. [Click here to read the entire story on WSJ](#)

Marc Jacobs planning new scent

Sources noted that the women's fragrance — said to be called Marc Jacobs Dot — is intended to be a new pillar in the designer's lineup, according to WWD. [Click here to read the entire story on WWD](#)

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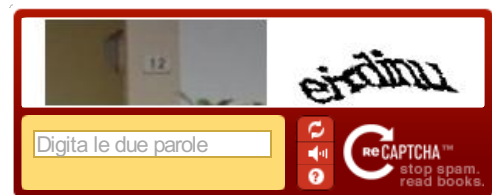
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