

NEWS BRIEFS

Manhattan retail, DuJour, Trump and Tesla – News briefs

August 13, 2014



Sak's Fifth Avenue Flagship; the retailer is planning a second space downtown

By STAFF REPORTS

Today in luxury marketing:

New retail mecca: lower Manhattan

Retailing in lower Manhattan is gaining promise and getting pricier, per Women's Wear Daily.

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Two luxury names expand their marketing collaboration

DuJour, the quarterly luxury lifestyle magazine, and the Gilt Groupe, the digital retailer, are collaborating on new cross-promotions and other initiatives, all aimed at making them both more attractive to high-end brands, according to The New York Times.

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Donald Trump plans investment in India betting on Modi government

American real estate mogul Donald Trump is planning "substantial investments" in the Indian property and hotel sectors, betting on Prime Minister Narendra Modi-led new

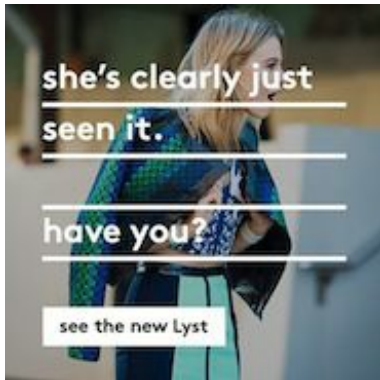
government's efforts to revive the economic growth and boost infrastructure, reports Reuters.

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Tesla powered higher by expansion plans

Tesla shares approached an all-time high after brokerage Deutsche Bank lifted its rating on the electric car manufacturer to buy as the company expands aggressively, says the Financial Times.

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Promotional image for Lyst rebranding

Luxury Daily live news from August 12:

Lyst makeover gives brands more space for marketing

Fashion ecommerce platform Lyst is rebranding its online presence with a new logo, homepage and revamped platforms across desktop and mobile.

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Saks launches ecommerce activewear shop to round out apparel offerings

Department store chain Saks Fifth Avenue is meeting more consumer needs with the launch of an activewear shop online.

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David Yurman unveils nostalgic campaign celebrating decade of Kate Moss

U.S. jewelry brand David Yurman is commemorating the 10 years of Kate Moss as the face of its advertisements with a campaign that looks back on previous imagery.

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Four Seasons Washington DC hosts annual 5K for cancer research

The Four Seasons, Washington, D.C. is hosting a 5K run/walk along the Potomac River to raise money for cancer research.

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[John Varvatos expands to Europe with new London boutique](#)

U.S. fashion label John Varvatos has opened its first European store in London.

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[Gucci returns as sponsor of LACMA event to show dedication to film, art](#)

Italian fashion label Gucci will act as the presenting sponsor of the Los Angeles County Museum of Art's fourth annual Art+Film Gala.

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