

NEWS BRIEFS

Venezuela, holidays, Audi and Karl Lagerfeld – News briefs

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Karl Lagerfeld

By STAFF REPORTS

Today in luxury marketing:

[Venezuela increases luxury taxes to bolster state coffers](#)

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Venezuela will increase taxes on luxury goods, alcohol and tobacco to help shore up the government's finances, the top tax official said, as falling oil prices threaten the OPEC member's coffers, according to Reuters.

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[For the holidays, switch from tech to luxury](#)

As a group, U.S. tech investors have become somewhat spoiled over the last few years. Sure, there have been some periods of volatility such as that at the beginning of last month, but on the whole tech investing has been about watching as prices rise. With new records being set in broad market indices and increasing worries about economies outside the U.S., however, there are signs that, as the year draws to a close, the risk that is always inherent in investing in new technology and rapid growth will come back into play, per Nasdaq.

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[Audi looks to extend its pole position in China's luxury car race](#)

Audi AG is confident it will widen the sales gap between it and its closest competitor this year in China, according to its China chief, as the battle for dominance of the country's luxury-car market heats up, reports The Wall Street Journal.

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[Kendall Jenner to appear in Karl Lagerfeld's spring 2015 advertising campaign](#)

Not long after she was named the new face of Estée Lauder, it has been announced that Kendall Jenner has scored herself another major modeling gig, Fashion Times reported.

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