

NEWS BRIEFS

Four Seasons, Milan Fashion Week, Academy Awards and Alibaba – News briefs

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Boston skyline

By STAFF REPORTS

Today in luxury marketing:

[Four Seasons enters "most luxurious" battle in Boston](#)

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Mirror, mirror on the wall, what is the most luxurious Boston condo tower of them all? Developer Richard Friedman says he has the answer to that riddle, claiming his 61-story Four Seasons skyscraper will be the poshest condo address ever seen in Boston when it opens in 2017, per Boston.com.

[Click here to read the entire article on Boston.com](#)

[What to look out for at men's fashion week in Milan](#)

It's gray and drizzly here, but the crowds are coming in anyway Friday, via their Freccia Rossas (the Italian high-speed train) from Florence, where Pitti Uomo has just wrapped up, or flying in from farther afield. The fall 2015 men's wear season is well underway, with London and now Pitti complete, and the Milanese shows starting Friday night, The New

York Times reports.

[Click here to read the entire article on The New York Times](#)

[Oscar nominees' fashion: What will they wear to the 2015 Academy Awards?](#)

The race for Hollywood's biggest prize begins as nominations for the 87th Academy Awards were revealed Thursday morning and now designers can get started in their own competition to see who'll get to dress the chosen ones, says WWD.

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[Alibaba in major initiative to court China consumer for US retailers](#)

China's Alibaba plans a major move to win U.S. business this year, by offering American retailers new ways to sell to China's vast and growing middle class, according to Reuters.

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