

NEWS BRIEFS

Céline, luxury as status, London real estate and Puerto Rico – News briefs

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Celine spring/summer 2015 campaign image

By STAFF REPORTS

Today in luxury marketing:

[The house that Céline built](#)

A cult of avid fans follows the French fashion brand helmed by creative director Phoebe Philo and CEO Marco Gobetti. Now it is making history with a new headquarters in one of Paris's storied buildings, says the Wall Street Journal.

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Luxury Daily

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[Luxury brands are status symbols only if you can't afford them](#)

It can be satisfying, if unnerving, to see one's own personal experiences vindicated in serious research. In Pacific Standard, Tom Jacobs discusses two studies showing a relationship between high levels of income inequality and an interest in luxury goods, offering insight into—as he puts it—“the appeal of bling to the left-behind,” says The New Republic.

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

London luxury-home values decline as taxes deter wealthy buyers

Home prices in central London's wealthiest districts fell for a second quarter as buyers were deterred by higher taxes and uncertainty surrounding the U.K. general election in May, reports Bloomberg.

[Click here to read the entire article on Bloomberg](#)

Puerto Rico prepares for luxury shopping amid recession

A pair of nearly 5-inch black satin heels with a large gold alligator that serves as the front strap retails for almost \$1,600 at the first Saks Fifth Avenue store to open in Puerto Rico, more than what the average person here earns in a month and where nearly half the population lives in poverty, per The New York Times.

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

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