

NEWS BRIEFS

Aston Martin, Ritz-Carlton, Bloomingdale's and Silicon Valley – News briefs

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Instagram image from Bloomingdale's

By STAFF REPORTS

Today in luxury marketing:

[Aston Martin is making a luxury SUV just like everyone else](#)

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It all started in 2002. That's the year Porsche launched the Cayenne and began the luxury crossover movement. It sold a bazillion of them, racking up sales and profits. Now everyone wants in on the game, because wealthy consumers apparently have an endless appetite for increased ride height and comfort, per Wired.

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

[Phoenix Ritz-Carlton closing for renovations, will lose its luxury name](#)

Phoenix is losing its Ritz-Carlton – sort of, reports The Phoenix Business Journal.

[Click here to read the entire article on The Phoenix Business Journal](#)

[Bloomingdale's talks New York growth plan, exclusives](#)

Room for one more? At Bloomingdale's, product is paramount and real estate comes in a close second, yet the possibility of an additional Manhattan location for the retailer is real, per WWD.

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

[Silicon Valley Fashion Week? To debut in San Francisco this month](#)

Silicon Valley Fashion Week? (Yes, the question mark is part of the official event name) will launch in San Francisco's Mission District on May 12. The three-day-long event will take place at The Chapel on Valencia Street and celebrate the growing union of technology and fashion, The Fashion Times reports.

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

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