

NEWS BRIEFS

## Travel retail, private jets, China and Maserati – News briefs

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*DFS store*

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By STAFF REPORTS

Today in luxury marketing:

### [The anatomy of travel retail](#)

Travel retail typically plays second fiddle in brand communications, which emphasise flagship mono-brand stores. But, people travelling account for 40 percent of global spending on personal luxury goods, with 12 to 13 percent captured by the specialised and globally dispersed travel retail channel, per Business of Fashion.

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[The perks of private jet flying: From VIP events to free luxury hotel stays and exclusive access](#)

Perhaps the most difficult decision in flying privately is which provider to choose, says Forbes.

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[Luxury brands break into food business to reach China's shoppers](#)

As China's luxury sales remain slow and consumers expect more from their shopping experience, top global luxury brands are expanding into the restaurant and hospitality businesses as a way to both boost their branding and diversify their revenue, reports Jing Daily.

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[Maserati's profits will recover with Levante SUV, Marchionne says](#)

Maserati's profits will recover when the brand launches its first SUV next year, Fiat Chrysler Automobiles CEO Sergio Marchionne said, according to Automotive News.

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