

NEWS BRIEFS

British Vogue, online shopping, watches and Periscope – News briefs

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Photo courtesy of Bloomingdale's

By STAFF REPORTS

Today in luxury marketing:

[Alexandra Shulman on 100 years of British Vogue and why the magazine isn't for everyone](#)

Next year Alexandra Shulman will mark the 100th anniversary of British Vogue, which launched during World War One, published throughout World War Two, and witnessed revolutions sexual, mechanical and digital not to mention the transformation of British society, says Women's Wear Daily.

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[Luxury buildings brace for an online shopping deluge](#)

Building managers are bracing themselves for the big holiday rush: the deluge of packages that flood their front doors, reports the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[Watches are bad investments with one notable exception](#)

There's a tendency for people to refer to expensive purchases as investments. "I'm going to invest in a new TV," someone might say, per Time.

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[Big brands don't mind live Periscope stumbles to reach millennials](#)

When Benefit Cosmetics, a San Francisco-based maker of skin care and makeup, used Twitter's Periscope live-streaming video service to make a product demonstration, a heckler became part of the live show, typing to the presenter, "I can see down your top" even though there was no wardrobe malfunction, according to Reuters.

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