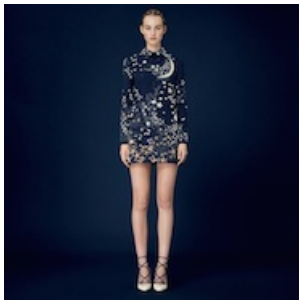


NEWS BRIEFS

Valentino, beauty brands, Trump and counterfeits – News briefs

December 18, 2015



Valentino fall/winter 2015 look

By STAFF REPORTS

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[Beauty brands inch away from traditional advertising](#)

When Estée Lauder acquired MAC Cosmetics in 1998, the makeup artist-driven brand was still niche; its first 14 years in business driven by a grassroots, word-of-mouth marketing effort that helped build it into a global authority. But the company's appointed president, John Demsey, didn't choose to move ahead by investing heavily in print or television campaigns. Instead, the executive made the decision to focus on building more direct-to-consumer retail stores, reports Business of Fashion.

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[Trump loses bid to stop Scottish wind farm near luxury golf course](#)

Britain's top court threw out a bid by Donald Trump to stop a wind farm being built near his luxury Scottish golf course, prompting the U.S. Republican presidential front runner to rebuke the Scottish nationalist governments, according to Reuters.

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[Counterfeit swoop: \\$129K worth of fake luxury goods seized by customs at shop in Admiralty](#)

A shop owner in Admiralty and his employee have been arrested in a customs crackdown on the sale of fake luxury products, per South China Morning Post.

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