

NEWS BRIEFS

## Retail IPOs, concept models, New York real estate and Rent the Runway – News briefs

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*Rendering of One57 in New York*

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By STAFF REPORTS

Today in luxury marketing:

[Retail-related IPOs perform relatively well in 2015](#)

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It wasn't the most active year for retailers to take their companies public. In fact, it was a slow year all round for initial public offerings. Companies raised only \$30 billion in 2015, the lowest amount since 2009. Surprisingly, the retail IPOs actually performed better than the overall market as healthcare and energy offerings tanked, says Women's Wear Daily.

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[The most thrilling concept cars now stand a better chance of being made](#)

When an automaker unveils a concept car, it's usually a chance to talk about its own brand and focus on the car's special, unique future, per Automotive News.

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[Manhattan luxury home prices in a slide, defying broader market](#)

Manhattan's luxury home market is losing its luster, reports Bloomberg.

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[Rent the Runway gets blowback on private-label pricing](#)

Rent the Runway, which recently began offering rentals of its own private-label brands alongside designer brands, has run into issues after a customer noticed the same dress with a different label selling at a lower retail price on a department store Web site, according to New York Business Journal.

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