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NEWS BRIEFS

Global commerce, luxury groups, real estate and theft – News briefs

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Image courtesy of LVMH

By STAFF REPORTS

Today in luxury marketing:

Hyper-localization to drive global commerce

Technology solutions provider Pitney Bowes Inc. notes in its annual outlook report that personalization and hyper-localization will be key drivers of global commerce in 2016, reports Women's Wear Daily.

Click here to read the entire article on Women's Wear Daily

Luxury groups could shrink their way to riches

Less is more. But apparently luxury companies don't feel that applies to their swollen store networks. Labels like Prada and LVMH have spent a decade expanding rapidly to meet emerging market demand. Slowing sales and overexposure suggest it's time to go the other way. While cutting back will be painful, it could spur higher luxury valuations, according to Reuters.

Click here to read the entire article on Reuters

Luxury home prices finally getting too high?

The tables have turned in the real estate industry as luxury listing prices fell for the first time since 2012, according to a Redfin report. The brokerage firm suggests that the drop in prices stems from wealthy buyers and foreign investors refusing to buy at the top of the market, says CNBC.

Click here to read the entire article on CNBC

Thieves return stolen police supplies, but not luxury goods

On Christmas Eve in France, thieves who had robbed a warehouse two days earlier returned some of their loot: They left six boxes of police armbands outside a police station, a French prosecutor said, per NPR.

Click here to read the entire article on NPR