

NEWS BRIEFS

Fendi, China, real estate and automakers – News briefs

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Image courtesy of Peninsula Hotels

By STAFF REPORTS

Today in luxury marketing:

[Fendi's new hotel embodies the spirit of Rome](#)

The Italian fashion house, known for innovative yet traditional designs in furs, leathers and furniture, is now bringing that vision to Roman landmarks, including its own Palazzo Fendi, according to the Wall Street Journal.

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[The future of China-fueled luxury growth](#)

Luxury retailers from sellers of cognac to purveyors of silk scarves are feeling the pinch due to multiple factors related to China, the country having been a lucrative one-way bet for much of the past decade, per the Financial Times.

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[US will track secret buyers of luxury real estate](#)

Concerned about illicit money flowing into luxury real estate, the Treasury Department said Jan. 13 that it would begin identifying and tracking secret buyers of high-end properties, reports The New York Times.

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[Luxury brands tap mobile software experts to polish premium cachet](#)

Software expertise has become the new battleground for upscale automakers as the latest premium cars compete on high-tech innovations rather than sheer power or luxury, something that requires millions of lines of code, says Automotive News.

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