

NEWS BRIEFS

Licensing deals, smartphones, Swiss watches and Tesla – News briefs

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Instagram post from Burberry for spring/summer 2016 LFW

By STAFF REPORTS

Today in luxury marketing:

[Licensing deals driven by omnichannel retailing, changing consumer preferences](#)

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When it comes to brand licensing deals, the retail, apparel, beauty and accessories markets are all in a state of flux and eager some even argue overdue for growth, says Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[How smartphones are killing off the fashion show](#)

The first big show of New York Fashion Week will not take place in a traditional space. It is not even on the traditional schedule, which lists roughly 150 shows stretching from Thursday morning to next Thursday night, per the New York Times.

[Click here to read the entire article on the New York Times](#)

[Swiss watches are getting more affordable](#)

To surf one of the many unauthorized watch "dealer" sites, better known as the "gray market," is to find a horological bounty at bargain prices. Are you in the market for a Breguet "Classique Hora Mundi Automatic"? Jomashop.com is offering one for \$54,995, 30 percent off the listed retail price of \$78,900. Interested in a Rolex Cosmograph Daytona in platinum? Prestigetime.com is selling one for 15 percent off at \$70,125, Fortune found.

[Click here to read the entire article on Fortune](#)

[Tesla makes it official: Reservations for Model 3 start March 31 with \\$1K down](#)

Elon Musk has done it again. As he has previously, the Tesla Motors CEO took to Twitter to break the news that reservations for the company's low cost Model 3 will begin on March 31. Musk said a \$1,000 deposit is required to reserve a spot in line for the vehicle. [On Feb. 11], Musk reiterated Tesla's intent to begin deliveries of the smaller sedan late in 2017. Curious would-be buyers will get their first look at the car the same day, when Tesla does its first public reveal. (No details of that event have been disclosed and it isn't clear whether the company will show off the entirety of the vehicle), reports Forbes.

[Click here to read the entire article on Forbes](#)

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