

NEWS BRIEFS

Burberry, Balmain, London real estate and Tesla – News briefs

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#HMBalmainNation

By STAFF REPORTS

Today in luxury marketing:

[Burberry faces US lawsuit accusing it of deceptive price tags](#)

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British luxury fashion brand Burberry is to face a class action lawsuit in the United States, claiming it used misleading price tags at its outlet stores to fool shoppers into believing the goods were being sold at a hefty discount, according to Reuters.

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

[Balmain heirs said seeking sale](#)

Will "Balmainia" fanned by the French brand's collaboration last November with fashion chain H&M now spread to the investment community? asks Women's Wear Daily.

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

[London monthly luxury home sales drop to worst in 7 years](#)

Luxury-home sales in Central London's best districts dropped to their lowest level in seven years in January as buyers awaited the effect of pending stamp-duty tax changes and sellers only slowly cut their prices.

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

[Tesla's Model S is the best-selling luxury sedan in America](#)

In a letter to investors on Feb. 11, Tesla Motors said deliveries of its Model S electric sedan grew 76 percent in the fourth quarter. It also published a table that compared its flagship model's annual sales to similar cars by other manufacturers. The surprising takeaway reflects a huge shift in the auto industry: The Model S is now the top-selling luxury sedan in the U.S, beating out cars from established rivals like Audi, Mercedes and Lexus, reports Fortune.

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

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