

NEWS BRIEFS

French perfumes, Kering, Boston real estate and Porsche – News briefs

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Gucci spring/summer 2016

By STAFF REPORTS

Today in luxury marketing:

[France's prestige perfumery sales fall 0.9pc in 2015](#)

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Sales of prestige beauty products in France dipped 0.9 percent in 2015, weighed down particularly by a lackluster fragrance business, reports Women's Wear Daily.

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[Kering rejects see now, buy now shows](#)

Fans of Gucci will continue to have to wait six months or more to buy pieces they love on the catwalk, as the brand rejects the new see now-buy now fashion calendar. Francois-Henri Pinault - CEO of French luxury conglomerate Kering, which controls Gucci and a raft of other top-tier fashion houses - feels that the new concept, advocated by brands including Burberry and former Gucci designer Tom Ford, "negates the dream" of luxury and that waiting for the pieces "creates desire" for his labels, per British Vogue.

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

[Why Boston can't build ultra-luxury condos fast enough](#)

If Boston looks like it has too many luxury condos, think again. The city faces a dearth of available multimillion-dollar condos, even as the new super-deluxe 60-story Millennium and 61-story Four Seasons towers take shape on the skyline, says Boston.com

[Click here to read the entire article on Boston.com](#)

[Porsche, Geely set deals for Internet-connected cars](#)

AT&T Inc. has entered into a multiyear contract to help Porsche provide Internet connectivity in its cars in the United States, beginning with some 2017 models, the companies announced Feb. 22, according to Automotive News.

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

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