

NEWS BRIEFS

## Oscars dressing, Vogue, NY real estate and Mercedes-Benz – News briefs

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*Video still from Jimmy Choo's red carpet film*

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By STAFF REPORTS

Today in luxury marketing:

### [Inside the Oscars dressing game](#)

Each year, between November and February, luxury fashion houses look to Los Angeles, where a circuit of gala awards shows provides a powerful platform for red carpet marketing, turning attending actresses into walking (and talking) brand advertisements. But no other moment is quite as powerful as the red carpet arrivals at the Academy Awards, Hollywood's premier awards show, per Business of Fashion.

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### [Vogue nabs the most ad pages in March for fashion magazines](#)

March is the second-most important month behind September for fashion magazines in terms of print advertising revenue and this year was no exception, says Women's Wear Daily.

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

### [New York penthouse gets sliced in two as luxury market falters](#)

At the very top of his newly constructed condo tower in SoHo, developer Kevin Maloney saw a problem: a triplex penthouse priced at \$45 million that he knew wouldn't sell in a Manhattan market where luxury deals are slowing, according to Bloomberg.

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

### [EPA requests information from Mercedes-Benz over emission levels](#)

U.S. Environmental Protection Agency said on Feb. 29 it had not opened an official investigation into Daimler's luxury car brand Mercedes-Benz but had only requested information to explain emissions levels in some of its cars, reports Reuters.

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

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