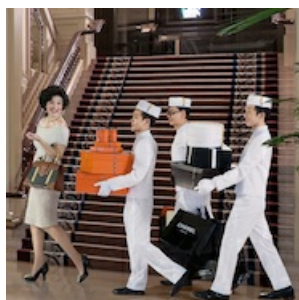


NEWS BRIEFS

## Baselworld, Tmall, fashion tourism and luxury suites – News briefs

March 28, 2016



*Image courtesy of Peninsula Hotels*

By STAFF REPORTS

Today in luxury marketing:

### [Baselworld: How the ultra high-net-worth shop](#)

Last week, while visiting the Baselworld watch fair, I gained entrance fleetingly, but entrance nonetheless to what could be described as the most exclusive store in the world. There was no sign, much less evidence of a cash register or anything as ghoulish as a swing tag. Yet everything within was for sale, certainly, but not to any old consumer, not even most of those gathered in its immediate, invitation-only environs, according to The Telegraph.

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### [Tmall teams with Mei.com for Luxury Channel](#)

Alibaba's Tmall platform is looking to tap China's burgeoning luxury ecommerce consumer base by launching a specialized channel in conjunction with local flash-sales site Mei.com, reports Women's Wear Daily.

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

### [Is fashion ready for the experience economy?](#)

In 2015, rising wealth in China produced 120 million outbound tourists, who, together, spent about \$229 billion on overseas purchases. (The Japanese have even coined a word to describe the phenomenon: bakugai' or explosive shopping.) Their top purchases? Fashion and accessories, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

### [Are luxury suites worth the splurge? Hotels are banking on it](#)

Le Dme, a nearly 900-square-foot suite in Le Cinq Codet in the heart of Paris, is named for its striking views of the golden Dme des Invalides, under which Napoleon is entombed. But if that vista doesn't grab you, wander over to the other end of the private terrace, past a half-dozen deck chairs (all yours) and gaze at the Eiffel Tower, says The New York Times.

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

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