

NEWS BRIEFS

## Luxury positioning, London real estate, Starwood and Tesla – News briefs

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*Photo of VivaLuxury courtesy of Bergdorf Goodman*

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By STAFF REPORTS

Today in luxury marketing:

### [Luxury's position in a changing consumer market, and why it matters](#)

A confluence of factors is reshaping much of retail and consumer behavior, which includes the evolution of ecommerce, shifts in how and where shoppers spend their money and macroeconomic factors such as a strong U.S. dollar and its impact on tourism, per Women's Wear Daily.

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### [Lenders "freaking out" over London luxury home woes](#)

Lenders are charging higher interest rates for development loans for London luxury homes as slumping commodity prices and increased taxes deter overseas buyers, fueling concern the market is oversupplied, reports Bloomberg.

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### [Starwood bidder is an ambitious Chinese insurer with opaque backing](#)

He is often compared in the media to Warren E. Buffett. Like the American billionaire, he is leveraging his control of an insurance company to become one of the biggest names in global finance. Like Mr. Buffett, he looks to be acquiring an immense personal fortune, according to The New York Times.

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

### [Tesla may seek US court action on direct sales, report says](#)

Tesla Motors Inc. is preparing to take the case for its direct-sales model to federal court should it prove necessary, according to a report, says Automotive News.

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