

NEWS BRIEFS

## Brioni, artificial intelligence, Jaguar Land Rover and real estate – News briefs

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*Brioni spring/summer 2014 collection image*

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By STAFF REPORTS

Today in luxury marketing:

### [Brioni to offer voluntary layoff to 140 employees](#)

After a 10-hour meeting, Brioni reached an agreement with trade unions to approve a voluntary layoff for 140 full-time employees at the brand's factories in the Abruzzo region, according to Women's Wear Daily.

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### [Is fashion ready for the AI revolution?](#)

If artificial intelligence has its way, discounting could disappear, thanks to software that tells retailers exactly what and how many products to buy, and when to put them on sale to sell them at full price. Online shopping could become a conversation, where the shopper describes the dress of their dreams, and, in seconds, an AI-powered search engine tracks down the closest match. Designers, merchandisers and buyers could all work alongside AI, to predict what customers want to wear, before they even know themselves, per Business of Fashion.

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

### [Jaguar Land Rover bucks China gloom](#)

Jaguar Land Rover has shrugged off a slowdown in Chinese demand to post a 13 per cent rise in its annual sales volumes, says the Financial Times.

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

### [London luxury-apartment slump triggers 20pc bulk discounts](#)

Developers in central London are offering institutional investors discounts of as much as 20 percent on bulk purchases of luxury apartments as demand from international buyers slumps amid higher taxes and low commodity prices, reports Bloomberg.

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