

NEWS BRIEFS

## Armani, luxury strategy, real estate and Audi – News briefs

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*Armani New Normal spring/summer 2016 campaign*

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By STAFF REPORTS

Today in luxury marketing:

### [Armani seeks to entice fashionistas in 'key market' Russia](#)

Renowned Italian designer Giorgio Armani sought to entice Moscow fashionistas with his latest creations on a visit to Russia amid weaker demand globally for luxury goods, reports Reuters.

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### [Luxury makers rethink strategies](#)

BRIC countries have cooled, tourists are skittish and currencies remain volatile. And so it's back to fundamentals for Europe's big luxury players, adapting to a period of slower growth for the sector by intensifying sales density in existing stores, stealing market share from rivals, keeping costs carefully in check and keeping an eye out for acquisition opportunities, says Women's Wear Daily.

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

### [Buy a condo, get a private jet: Luxe amenities reach new heights](#)

Once upon a time, rooftop pools, climbing walls, pet-washing stations and golf simulation rooms were amenities that would genuinely help sell a high-end condo. But as the luxury market expanded after the financial crisis, developers bent over backwards to up the ante, hawking screening rooms, wine cellars, bocce courts and concierges until so many buildings had them that they seemed like one big blur of luxury add-ons, according to Bloomberg.

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

### [Audi tests the frontier of virtual reality technology](#)

If the Audi R8 looks good through a showroom window, just imagine how it looks through a virtual-reality space helmet, per Automotive News.

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

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