

NEWS BRIEFS

Alibaba, Sotheby's, real estate and GQ Style – News briefs

May 11, 2016



Louis Vuitton Celebrating Monogram campaign

By STAFF REPORTS

Today in luxury marketing:

[Alibaba's Taobao steps up measures to fight fake luxury goods](#)

Alibaba Group Holding Ltd's online shopping platform Taobao is tightening controls on the sales of luxury goods, requiring sellers to show proof of authenticity, as it fights sales of fake items on one of China's top online platforms, reports Reuters.

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[Sotheby's posts Q1 loss amid tumult](#)

On May 9, as the spring auction season began in New York, Sotheby's announced a \$25.9 million loss for the first quarter of 2016, compared to income of \$5.2 million the year before. The publicly held auction house said that the loss was unremarkable, having posted a first quarter loss for 22 out of the last 25 years, according to The New York Times.

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

[Luxury condo boom is ending in Manhattan](#)

The 1,004-foot Manhattan condominium tower known as One57 was the envy of the real-estate market as it was being constructed in recent years, garnering interest from so many wealthy buyers that it sparked a boom by developers betting demand for luxury apartments would keep climbing to the skies. It didn't, says the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[Do men need GQ Style?](#)

In the photo accompanying his first editor's letter for GQ Style, Will Welch is wearing a band t-shirt. The action shot he's outside, in what looks like Williamsburg, Brooklyn, sipping a paper cup of what can only be third-wave coffee doesn't feel staged or disingenuous. But it does feel markedly different from what consumers have grown to expect from American GQ, the slick, if bland, men's style title, per Business of Fashion.

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

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