

NEWS BRIEFS

Olivier Rousteing, affluence in Florence, innovation and Miami – News briefs

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Instagram photo from Balmain creative director Olivier Rousteing

By STAFF REPORTS

Today in luxury marketing:

[Olivier Rousteing to collaborate with NikeLab](#)

Olivier Rousteing, Balmain's creative director, took to Instagram May 22 to unveil a collaboration with NikeLab, reports Women's Wear Daily.

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[The wealthy in Florence today are the same families as 600 years ago](#)

New research from a pair of Italian economists documents an extraordinary fact: The wealthiest families in Florence today are descended from the wealthiest families of Florence nearly 600 years ago, per The Wall Street Journal.

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

[Luxury brands innovate to combat global slowdown](#)

At the center of Milan's premier luxury shopping district - the Quadrilatero D'Oro, or Golden Grid - is a new opening that highlights how the luxury goods industry is responding to economic pressures, according to The Financial Times.

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

[Russian billionaire betting big on Miami's luxury condo market](#)

While most developers are pulling back as Miami's high-end condo market slows, Vladislav Doronin is pushing forward with a 57-story luxury condo tower, and two more projects after it, says The Miami Herald.

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