Luxury Daily®

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Counterfeits, Brazil, Elon Musk and luxury homes – News briefs

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Ralph Lauren's So Paulo flagship

By STAFF REPORTS

Today in luxury marketing:

Counterfeits, knockoffs, replicas: Parsing the legal implications

Consider these scenarios: Consumer A walks down Canal Street in New York and a cheery-eyed vendor beckons to her to look at a collection of "Louis Vuitton handbags the very best!" She peruses a few and then after a brief haggle forks over $80 for a Speedy 30 complete with the classic LV monogram, which is far cheaper than the actual $970 retail price of the bag, per Women's Wear Daily.

Click here to read the entire article on Women's Wear Daily

The trouble with Brazil's luxury market

At first glance, the Portuguese-pavement boardwalk on Rio de Janeiro's Ipanema Beach appears as affluent, vibrant and joyful as it was during the country's boom years. Surfers drag their boards along the sand, cyclists weave around joggers and sunbathers in lounge chairs sip from cracked coconuts. On the surface, the city seems the ideal destination for the upcoming 2016 Summer Olympic Games, reports Forbes.

Click here to read the entire article on Business of Fashion

Elon Musk: We are less than 2 years from complete car autonomy

Elon Musk is known for his optimistic deadlines, but this one is very aggressive, according to Forbes.

Click here to read the entire article on Forbes

Posh laundry rooms to make dirty clothes (almost) enjoyable

To attack roughly 24 loads of laundry a week, Ellie Cartner brought in heavy artillery. Her family's 8,900-square-foot house in Statesville, NC, has two laundry rooms, one near her three daughters' bedrooms and the other in the master bedroom closet. It's equipped with a washer and dryer, built-in ironing board, center island for folding and sink for spot cleaning, says the Wall Street Journal.

Click here to read the entire article on the Wall Street Journal

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