

NEWS BRIEFS

Esté Lauder, Ralph Lauren, Chinese consumers and London real estate – News briefs

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Image courtesy of Ralph Lauren

By STAFF REPORTS

Today in luxury marketing:

[Esté Lauder creates new global travel retail position](#)

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Israel Assa has been appointed to the newly created position of senior vice president and general manager of business operations, travel retail worldwide at the Esté Lauder Cos. Inc., reports Women's Wear Daily.

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[How Ralph Lauren ended up needing a "Way Forward" plan](#)

Half century ago, Ralph Lauren began to build his fashion house based squarely on his own high standards of quality and style, and, arguably, on his unique interpretation of an American ethos: a British preppy-ness with a cowboy flairupscale yet accessible, appealing to everyone from country club golfers to celebrities on the red carpet and hip hop stars like Kanye West, per Retail Dive.

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[Chinese shoppers now look for more than a logo](#)

Jacqueline Lam sells western fashions to Chinese shoppers, via her Web site MiHaiBao. What may come as a surprise to anyone who has seen the throngs of Chinese tourists jostling to get into the Louis Vuitton section at Galeries Lafayette in Paris is that she does not focus entirely on top-end brands, says Financial Times.

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[London luxury homebuilders see relief from pound drop on Brexit](#)

London home builders are counting on a weaker pound to tempt buyers back into the city's beleaguered luxury-homes market if the United Kingdom votes to leave the European Union, according to Bloomberg.

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