

NEWS BRIEFS

Aliababa, Middle Eastern resellers, Tesla and Anya Hindmarch – News briefs

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Anya Hindmarch's Men at Work handbag

By STAFF REPORTS

Today in luxury marketing:

[Alibaba launches new platform to fight fakes](#)

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Alibaba has unveiled a new online platform to aid in the fight against counterfeits on its sites, but experts are divided about whether the measures will be effective, according to Women's Wear Daily.

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[Armed with popular apps, resellers stir up Mid-East market](#)

A few weeks ago, Demet Mutlu got an email from an enthusiastic stranger in Iraq. "I want to purchase goods from your website at wholesale prices and resell it on my Instagram account," the email read. In many parts of the world, requests like this might seem bogus, but the 34-year-old founder of Turkish fashion e-commerce giant Trendyol.com knows better than to dismiss them out of hand, says Business of Fashion.

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[Tesla product tech VP moves to Facebook](#)

A top Tesla Motors Inc. executive has been nabbed by Facebook Inc. to work at its new Building 8 research lab, the latest executive departure at the electric-car maker, reports Automotive News.

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[Anya Hindmarch on the bags that launched themselves](#)

Anya Hindmarch delighted her male fans when she announced her dedicated menswear category last week - a business development that was brought about by the power of the people, according to the designer, per British Vogue.

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

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