

NEWS BRIEFS

Luxury climate, Valentino, retail's future and Steinway – News briefs

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Valentino fall/winter 2016 campaign

By STAFF REPORTS

Today in luxury marketing:

[Luxury goods have lost their shine](#)

Hold on to your handbags. If spending on bling watches and "it" bags depends on stable markets and happy shoppers, then now is not the time to bet on sellers of luxury goods, says Bloomberg.

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[Valentino opens new Tokyo flagship](#)

Valentino has unveiled a new flagship store in Tokyo's fashionable Omotesando district, with the opening event taking place just days after the brand confirmed the departure of former co-creative director Maria Grazia Chiuri and the appointment of Pierpaolo Piccioli as sole creative director, reports Women's Wear Daily.

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[The store of the future](#)

Physical retailers must stage experiences, embrace omnichannel and harness data to meet the needs and desires of today's constantly connected, time-poor luxury consumers, per Business of Fashion.

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[Steinway's grand ambitions for its pianos in China](#)

Dozens of girls in tiaras and boys in tuxedos who dreamed of becoming China's next musical sensation stared at the beast onstage. At nine feet long and nearly 1,000 pounds, with a steely black sheen and a price of more than \$200,000, the Steinway & Sons D-274 concert grand piano seemed designed to intimidate, according to The New York Times.

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