

NEWS BRIEFS

Experiential retail, Style.com, real estate and Tesla – News briefs

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Illustration of Loro Piana store on Rodeo Drive

By STAFF REPORTS

Today in luxury marketing:

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[What is really going on with Style.com?](#)

It has been over a year since Cond Nast announced that it will integrate the content of its wildly popular Style.com Web site into Vogue's site under the newly-launched Vogue Runway headline, turning Style.com into an "a brand-new luxury shopping experience." Aside from an array of preparatory changes including laying off a handful of employees, hiring a new team and bringing the runway reviews and collection galleries, for which Style.com was known, under the Vogue umbrella little tangible output has come of the planned ecommerce transformation of the Style.com site, according to The Fashion Law.

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[In New York, a falling market for trophy homes in the sky](#)

New York's ultra-luxury real estate frenzy with its sky-piercing condominium towers and \$100 million price tags has finally come to an end, says The New York Times.

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[Tesla cuts prices again as sales miss targets](#)

Tesla Motors has cut the starting price of its Model X crossover, the second time this year the electric vehicle maker has lowered prices after missing sales targets.

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