

NEWS BRIEFS

LVMH, Facebook, US real estate and Tesla – News briefs

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Image courtesy of LVMH

By STAFF REPORTS

Today in luxury marketing:

[LVMH thrives on selling Frenchness to Americans](#)

Few brands are as exposed to European tourism as Louis Vuitton. Given the recent slew of terrorist outbursts on the continent, which have made wealthy Asians and Americans more reluctant to travel there, parent group LVMH Mot Hennessy Louis Vuitton is showing surprising resilience.

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[Facebook exec looks to seize on opportunities in luxury](#)

It's Matt Jacobson's job at Facebook to mine for new partnerships and luxury's presenting some interesting opportunities, per Women's Wear Daily.

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[US expands program to track secret buyers of luxury real estate](#)

Convinced that money laundering in high-end real estate is a significant problem, the Treasury Department said July 27 that it would expand a program it put in place earlier this year to identify and track people who purchase real estate in cash, using shell companies, reports The New York Times.

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[This is the enormous gigafactory, where Tesla will build its future](#)

Twenty miles east of Sparks, NV, a factory is rising from the red dirt of the high desert. It doesn't look like much a few completed structures amid exposed steel girders but this building, dubbed the Gigafactory, is the key to Elon Musk's sweeping plan to remake transportation, says Wired.

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