

NEWS BRIEFS

Counterfeiters, Coty, real estate and Tesla – News briefs

August 17, 2016



Image courtesy of Hugo Boss

By STAFF REPORTS

Today in luxury marketing:

[Luxury brands get tough with counterfeiters](#)

Luxury brands are getting more aggressive about taking suspected counterfeiters to court, reports the Wall Street Journal.

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[Coty may shed fragrance lines as focus shifts to higher end](#)

Divesting some fragrance brands is likely to be in the cards for Coty Inc. as the company looks to focus on its larger licenses, according to Women's Wear Daily.

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[Many downtown luxury apartments sit empty](#)

Apartment building owners are struggling to rent many of the luxury units that have flooded downtowns across the country in recent years even as a relative shortage of multifamily homes in the suburbs has driven up rents, says USA Today.

[Click here to read the entire article on USA Today](#)

[Tesla cooperating with French authorities investigating car fire](#)

Tesla Motors Inc. is cooperating with French local authorities investigating a fire involving one of its Model S cars during a test drive in Biarritz, it said on Tuesday, per Automotive News.

[Click here to read the entire article on Automotive News](#)

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