

NEWS BRIEFS

Luxury retail, runway shows, Rome and collectible cars – News briefs

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Digital is a serious business for Burberry

By STAFF REPORTS

Today in luxury marketing:

[Luxury stores add more amenities in a tougher market](#)

Buying some suits at Ralph Lauren might mean being offered a chauffeured ride home in a BMW. New clothes from Saks could lead to a Mercedes-Benz van carrying a customized wardrobe pulling up to a home, hotel or office, per The New York Times.

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[Are see-now, buy-now shows driving sales?](#)

The fashion industry's see-now, buy-now experiment is underway. Over the last few weeks, brands including Tom Ford, Burberry, Tommy Hilfiger and Ralph Lauren staged their first shoppable runway shows, enabling customers to buy their collections immediately after they debut on the catwalk, with the aim to translate the interest and excitement generated by runway shows into sales, says Business of Fashion.

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[Broke Rome leans on luxury brands to preserve heritage](#)

The new mayor of Rome announced this week that the city would no longer bid to host the 2024 Olympics. It was too much of an expense, the mayor said, for the heavily indebted city. But, that's not the only bill the city is worrying about, reports CBS News.

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[The collectible car market is getting the air kicked out of its tires](#)

Sean Gambino, a portfolio manager at Heron Bay Capital LLC, timed the market right. He bought his two classic cars a 1986 BMW M6 and a 1986 Porsche 911 Cabriolet in 2003 and 2008, respectively. That was just before prices for

vintage vehicles such as Ferrari Spyders and MGs began to take off, with measures of interest in collectibles surging to record highs by mid-2015, according to Bloomberg.

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

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