

NEWS BRIEFS

## UK, Cond Nast, see-now, buy-now and luxury resorts – News briefs

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*Digital is a serious business for Burberry*

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By STAFF REPORTS

Today in luxury marketing:

[Cheap luxury goods in the UK lure shoppers](#)

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Attention luxury shoppers: Britain is now the cheapest place to buy that coveted Louis Vuitton handbag, says the Wall Street Journal.

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[Cond Nast taps AOL exec amid corporate upheaval](#)

Cond Nast has tapped Jim Norton to the newly-created position of chief business officer and president of revenue, reports Women's Wear Daily.

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[See-Now, Buy-Now: What have we learnt?](#)

This Fashion Week's shows saw the arrival of the much talked about see-now, buy-now model. Marking a major departure from the traditional seasonal fashion calendar, the shake-up was an interesting one - applauded, yet adopted by few, according to British Vogue.

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[Luxury resorts in China are focusing on residential sales to secure growth](#)

To reach the main gate of the Banyan Tree hotel in Huangshan, guests must drive along an immaculate, newly tarmacked road, which cuts through fields of tea bushes, and pass an elegant building, per Forbes.

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