

NEWS BRIEFS

## Digital, Pucci, London real estate and Trump Hotels – News briefs

October 19, 2016



*Emilio Pucci eyewear*

---

By STAFF REPORTS

Today in luxury marketing:

[The dark side of digital luxury](#)

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Luxury brands spent much of the last decade trying to tighten their grip on distribution, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Emilio Pucci to move Florence employees to Milan](#)

It's a moment of consolidation for Italian fashion companies. A few days after the revelation that Roberto Cavalli is planning to close its offices in Milan and focus operations at its Florence headquarters, Emilio Pucci said Oct. 18 it plans to transfer its employees from Florence to Milan, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Sales of luxury London properties collapsed by 86pc in past year](#)

Billionaires are shunning the London luxury property market, with sales of "super prime" 10m-plus homes in the capital collapsing by 86 percent over the past year, according to The Guardian.

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

[Charities thinking twice about galas at Trump's Mar-a-Lago](#)

A staple of Palm Beach's high-end philanthropy circuit, the Mar-a-Lago Club boasts rich history, an 800-seat ballroom and ocean views. But some major charities and fundraisers are now concerned with a different feature: the property's owner, Donald Trump, says The New York Times.

[Click here to read the entire article on The New York Times](#)

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.