

NEWS BRIEFS

## Yoox Net-A-Porter, Printemps, Luxottica and real estate development – News briefs

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*Image courtesy of Yoox*

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By STAFF REPORTS

Today in luxury marketing:

[Yoox Net-A-Porter's plan to become a mobile-only company](#)

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The merged luxury group Yoox Net-A-Porter Group is aiming to be as mobile as its shoppers. Since the two joined last year, chief executive officer Federico Marchetti has invested in new technology, added services like seaplanes to drop off rush orders to the Hamptons, and plans to expand same-day services in key markets like Dubai, per Business of Fashion.

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

[Printemps sees experiences, emotion spur luxury sales](#)

Striking store designs, exclusive and emotional experiences and "high-touch" services are among the prescriptions for a luxury sector transitioning to a new world increasingly dominated by social media, travel and online and off-price spending, according to Women's Wear Daily.

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

[Luxottica sales rise, helped by Europe, Latin America](#)

Italy's eyewear firm Luxottica said Oct. 24 its third-quarter sales grew 3.2 percent compared with the same period last year to reach 2.2 billion (\$2.4 billion), as Europe and Latin America supported growth, reports the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[New York's latest must-have luxury apartment craze is driveways](#)

Jardim is the first New York project from Brazilian architect Isay Weinfeld: two, 11-story buildings in Manhattan's West Chelsea. Named after the Portuguese word for garden, the towers feature indoor-outdoor living, with roomy balconies and a shared courtyard, yet these aren't the features that set it apart from nearby projects at least, according

to its developer, Harlan Berger. The killer amenity here seems more prosaic: a private driveway that runs the entire length of the lot between 27th and 28th streets, says Bloomberg.

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

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