

NEWS BRIEFS

Concierge beauty, Lincoln, Trump Hotel Rio and truffles – News briefs

November 7, 2016



Sephora is owned by French luxury conglomerate LVMH

By STAFF REPORTS

Today in luxury marketing:

[Concierge beauty becomes more specialized](#)

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

No longer are such services only for early adopters. But the challenge these companies face as they mature is differentiating themselves from their competitors and making sure that they not only attract customers, but they keep them coming back, reports Women's Wear Daily.

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

[Lincoln is making real luxury cars again](#)

It's been a long time since Lincoln Motor Co., Ford's luxury division, has been considered a real luxury car contender. Well, it might be time to start considering it again, per CNN.

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

[Brazil prosecutor investigates funds' investment in Trump Hotel Rio](#)

A Brazilian prosecutor has opened a criminal investigation into investments made by two state pension funds in a luxury Rio de Janeiro hotel that is part of the Trump franchise, according to a court filing reviewed by Reuters on Nov. 1, according to Reuters.

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

[On the hunt for native truffles, a very British luxury](#)

Truffles are the ultimate luxury. It's not just the price, although with white truffles fetching 4,000 (\$5,006 at current exchange rates) a kilo, they are as bank-balance-busting as the finest Beluga caviar. It's the scarcity, too. They aren't endangered, just hard to find and they have a very short shelf life, says The Telegraph.

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

© 2020 Napean LLC. All rights reserved.

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