

NEWS BRIEFS

Trump, Singles' Day, streetwear and Audi – News briefs

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Rihanna in front of Fenty x Puma windows at Bergdorf Goodman

By STAFF REPORTS

Today in luxury marketing:

[Security, protests disrupt retailers near Trump Tower on Fifth Avenue](#)

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Retailers on the prime stretch of Fifth Avenue pay a hefty price as much as \$4,000 per square foot for imposing flagships that attract American and foreign tourists and locals. What they don't pay for is protests, demonstrations, street closures and police officers brandishing weapons, but that is what they've been getting for the last two days following the election of Donald Trump as president, reports Women's Wear Daily.

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[Alibaba tops Singles' Day record as Chinese consumers rally](#)

Alibaba Group Holding Ltd. broke its Singles' Day sales record with room to spare, offering assurances about the strength of the Chinese consumer despite the nation's economic slowdown, according to Bloomberg.

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[Will luxury streetwear get millennials into department stores?](#)

"Being in Bergdorf authenticates what we're doing. It gives us credibility, 100 percent for sure," says Ronnie Fieg, founder of upmarket streetwear store and label Kith, which, this September, opened a shop-in-shop at the luxury retailer's men's store, just one week after the launch of Rihanna's Fenty x Puma line across the street at Bergdorf Goodman's women's store, per Business of Fashion.

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[Audi CEO to face renewed VW emissions inquiry, says sources](#)

Audi Chief Executive Rupert Stadler will again be questioned by U.S. law firm Jones Day on a reported discovery of a new cheat software device at the luxury car brand, two people familiar with the matter said.

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