

NEWS BRIEFS

## Louis Vuitton, high-end pens, private planes and ski chalets – News briefs

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*Montblanc channels JFK*

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By STAFF REPORTS

Today in luxury marketing:

[Louis Vuitton unveils redesigned SoHo boutique in time for holidays](#)

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Louis Vuitton's SoHo boutique at 116 Greene Street here has gone arty in its redesign. The store was designed by Peter Marino to resemble an art gallery, a concept that hasn't been featured in Louis Vuitton stores in the U.S. before but was incorporated in the brand's St. Germain store that opened in Paris on Oct. 1, reports Women's Wear Daily.

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

[The new status symbol? Think ink](#)

How do you enhance the aesthetic of an email or make an instant message chic? Neither eloquence nor carefully curated emoji can really lift a digital communication beyond the banality of an Amazon receipt. To make a real impression, pull out a pen, according to the Wall Street Journal.

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

[Trump could erase "anti-bizjet" stigma by making private luxury jets hip again](#)

Turbulence in the bizjet market appears to be easing and President-elect Donald Trump maybe poised to help the industry fly high again, per CNBC.

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

[Introducing the new breed of ultra-luxury self-catering ski chalets](#)

From the outside, it looks as though luxury levels of pampering are reaching excessive levels in some parts of the ski world, as each winter heralds the launch of yet more opulent chalets, which set dizzying new luxury benchmarks. Multi-Michelin-starred chefs, butlers who have waited on Royals, helipads and bulletproof windows are just some of what's available, says The Telegraph.

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

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