

NEWS BRIEFS

Iran, luxury stores, Cond Nast and Trump Hotels – News briefs

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Trump International Hotel, Washington, D.C.

By STAFF REPORTS

Today in luxury marketing:

[Luxury brands struggle to steer Iranians away from knockoffs](#)

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Iranians love high fashion, but luxury companies planning to tap Persian appetite for designer clothes and bags are facing stiff competition from their very own brands albeit fake ones, reports the Wall Street Journal.

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[The end of cookie-cutter luxury stores](#)

Luxury brands must reimagine their retail experiences, pivoting away from larger, standardized stores to something more authentic and varied, per Business of Fashion.

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

[Cond Nast braces for consolidations this week ahead of annual meetings](#)

Is this the week Cond Nast staffers have been dreading? Higher-ups at the New York-based publisher are said to have earmarked this week for the long-rumored consolidation of the business side of the company, according to Women's Wear Daily.

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[Trump properties face global terror risk with presidency](#)

Businesses around the world bearing U.S. President Donald Trump's name face an increased risk now that he is in the White House, security experts warn, especially as several are in areas previously targeted by violence, says The New York Times.

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

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