

NEWS BRIEFS

Luxury recovery, billionaires, London real estate and cars – News briefs

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Image courtesy of Michael Kors

By STAFF REPORTS

Today in luxury marketing:

[Cock-a-doodle-doo: Year of the Rooster sees China luxury rebound](#)

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This is the Year of the Rooster, which in the Chinese zodiac is also seen as exorcising evil spirits. And the New Year already seems to be working its magic on the luxury sector, which is beginning to see a rebound at last, according to Women's Wear Daily.

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[Who will listen to a billionaire's troubles?](#)

Who doesn't want to be a billionaire? A millionaire, even? Think of all the troubles that would simply melt away, says The New York Times.

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[Luxury London home sales at risk as wealthy shun UK visas](#)

The number of wealthy people granted investor visas to live in the U.K. fell by more than 80 percent last year from the peak in 2014, a sign that luxury home sales in the capital may slump further, reports Bloomberg.

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[Money can buy a luxury car, but many rich Americans would still rather have a pickup truck](#)

The rich are just like everybody else, at least according to their car purchases, per Quartz.

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