

NEWS BRIEFS

YNAP, luxury retail, Richard Mille and home security – News briefs

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Image courtesy of Yoox

By STAFF REPORTS

Today in luxury marketing:

[Tit for tat: Marchetti boasts YNAP model over Farfetch](#)

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Let the war of words between Yoox Net-a-porter Group and Farfetch begin. A day after Net-A-Porter founder Natalie Massenet revealed she was joining rival etailer Farfetch as non-executive chairman calling it "the future" YNAP chief executive officer Federico Marchetti hit back, reports Women's Wear Daily.

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

[Luxury retailers sometimes lose money to gain cachet at flagships](#)

Michael Hirschfeld, executive vice president of JLL's national retail tenant services group, said luxury retailers want the same thing any retailer wants: shoppers through their doors with a desire for their brand. But they want a location that reflects the brand and gives customers a sense of being special because they buy there, per Forbes.

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

[Inside the secret garage of luxury watchmaker Richard Mille](#)

Richard Mille is famous for making some of the most technologically advanced and expensive timepieces on the planet, says CNBC.

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[Spending millions to keep a home safe](#)

In the Hollywood Hills, where musician and studio owner Jed Leiber lives, his imposing 12,000-square-foot house is known by some locals as "the Fortress," according to the Wall Street Journal.

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

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