

NEWS BRIEFS

## WhatsApp, the Arnault family, iPhones and retail – News briefs

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*Apple iPhones*

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By STAFF REPORTS

Today in luxury marketing:

[You might soon be able to buy luxury products via WhatsApp](#)

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Online luxury retailer Yoox Net-a-Porter said it's developing technology that will allow well-to-do customers to buy products directly through WhatsApp as the ecommerce market for Prada and Versace goods becomes more competitive, reports Bloomberg.

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

[Another Arnault takes charge](#)

Cocktail parties during Paris Fashion Week can seem as common as paillettes on an evening gown. But on March 6, one particular event may attract an unusually excited crowd, per The New York Times.

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

[The iPhone is not a luxury good](#)

On March 7, Rep. Jason Chaffetz (R-UT) suggested that the Republicans' proposed Affordable Care Act replacement would require Americans to "make a choice" in order to pay for health care. "Maybe, rather than getting that new iPhone that they just love and they want to spend hundreds of dollars on, maybe they should invest in their own health care," he told CNN. There are a lot of things wrong with this statement, including the fact that average health care spending per capita is thousands, not hundreds, of dollars annually. But one of the most subtly frustrating details is how "that new iPhone" is used as a stand-in for frivolous luxury not a central fixture for many people's lives, says The Verge.

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

[Luxury retail hits the wall](#)

For a long time, the conventional wisdom has been that the luxury market was largely impervious to the ups and down of the economy. Yet recent results suggest otherwise and even with an improving macro-economic picture and booming stock market, most U.S.-based luxury retail brands continue to struggle, according to Forbes.

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

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