

NEWS BRIEFS

LVMH, Trump, supercars and London real estate – News briefs

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Image courtesy of LVMH

By STAFF REPORTS

Today in luxury marketing:

[LVMH goes digital with all its brands under one luxury goods site](#)

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LVMH is working on an ecommerce site that would bring together all of its brands and those of competitors on one portal and represent the most ambitious attempt yet by the French group to capitalize on fast-growing online sales of luxury goods, reports the Financial Times.

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

[What the Trumps' arrival in Washington means for a luxury mall](#)

On an overcast January afternoon, just days before the inauguration of President Trump, the scene was mostly quiet at CityCenterDC, a sleek open-air complex of luxury stores (Hermes, Louis Vuitton, Moncler, Dior and more), restaurants, office buildings and residences that opened in Washington's downtown about three years ago to raised eyebrows and a certain amount of skepticism, according to The New York Times.

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

[One-off supercars: When rare just isn't exclusive enough](#)

Supercars are famed for their exclusivity, but they don't get much rarer than the 800 horsepower SCG 0003S being shown off by American Ferrari collector Jim Glickenhaus at the Geneva car show this year. Only 10 will be built, per Reuters.

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

[London landlords cut luxury-home rents as Brexit damps demand](#)

Rents for luxury homes in central London's best districts fell 5.1 percent in February from a year earlier as the U.K.'s plan to quit the European Union discouraged companies from moving employees to the city, according to Knight

Frank LLP, says Bloomberg.

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

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