

NEWS BRIEFS

Yachts, wealthy Russians, Porsche and Donatella Versace – News briefs

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Image courtesy of Sunseeker

By STAFF REPORTS

Today in luxury marketing:

[Bankers and brokers bet on booming luxury yachts and swimwear business](#)

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There is a poolside revolution going on and something might be up when a luxury swimwear brand makes it into the London Stock Exchange's 1,000 Companies To Inspire Britain' annual of fastest-growing small and medium-sized enterprises (SME's) in the UK, as tailored men's swim shorts maker Orlebar Brown did in 2015, reports Forbes.

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

[Russian elite invested nearly \\$100M in Trump buildings](#)

A Reuters review found that at least 63 individuals with Russian passports or addresses have bought at least \$98.4 million worth of property in seven Trump-branded luxury towers in southern Florida.

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[Porsche pockets \\$17K profit on every car](#)

Porsche's profit machine, already humming, just shifted up, says Bloomberg.

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[Penlope Cruz yes, really; no, not Lady Gaga will play Donatella Versace in Versace: American Crime Story](#)

Sure, Ryan Murphy told the world that Lady Gaga wouldn't be playing Donatella Versace in American Crime Story's take on the Gianni Versace murder, but it's still a shock to get confirmation that another actress will fill the part, according to New York magazine's The Cut.

[Click here to read the entire article on New York magazine's The Cut](#)

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