

NEWS BRIEFS

London real estate, Nancy Gonzalez, Roger Dubuis and ecommerce – News briefs

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Image source Nancy Gonzalez

By STAFF REPORTS

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Today in luxury marketing:

[London's luxury homes won't sell, so now they're on Airbnb](#)

Frustrated after searching for a buyer for two years, the owner of a luxury apartment overlooking London's Hyde Park decided to rent it out for 1,500 pounds (\$1,868) a night, according to Bloomberg.

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[Santiago Barberi Gonzalez dies](#)

Santiago Barberi Gonzalez, president and creative director of Nancy Gonzalez, the luxury handbag firm he founded with his mother, died Friday, per Women's Wear Daily.

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[Is this the Swiss watch industry's great digital disrupter?](#)

The expression "creative disruption" conjures up, for a certain generation, the image of a bespectacled college dropout with a 5 o'clock shadow, working away in a shared West Coast office space, a soy latte on one side and a supergreen smoothie on the other, devising an online innovation capable of obliterating some traditional way of doing business, reports the Wall Street Journal.

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[The luxury ecommerce experience: What can small businesses learn from brands like Burberry and Gucci](#)

Ecommerce has long been a sore point for many luxury brands. Luxury brands differentiate themselves in part by the high-end experiences they offer in-store and have sometimes struggled to adapt those experiences to the Web, says Forbes.

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