

NEWS BRIEFS

Style.com, Airbnb, trophy rooms and Aston Martin – News briefs

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Audi partnered with Airbnb for desert adventure experience

By STAFF REPORTS

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Today in luxury marketing:

[Can a new campaign buoy Style.com?](#)

In 2015, Cond Nast first revealed its plans to transform Style.com into a global ecommerce player. In a crowded luxury ecommerce space, the company saw its competitive advantage in its ability to integrate content and commerce, harvesting the purchase intent generated by its glossy media titles with a seamless path between inspiration and transaction, per Business of Fashion.

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[How Airbnb is spurring innovation in luxury travel](#)

There is now a cottage industry of short-term-rental start-ups, whether started before or after Airbnb. The category includes dozens of other companies: Roomorama, Love Home Swap, Stay Alfred, and many more. Some were scooped up by the travel industry's giants TripAdvisor's FlipKey and HouseTrip, Priceline's Booking.com and in the fall of 2015, Expedia paid \$3.9 billion for industry veteran HomeAway and its 1.2 millionplus properties listed, according to Time.

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[Luxury homeowners build rooms to show off trophies](#)

Hunters, athletes, entertainers and passionate hobbyists are creating dedicated spaces in their homes to display the fruits of their labor. As technology has improved and the definition of what constitutes a "trophy" has broadened, architects and interior designers say trophy rooms of all kinds which can take on a shrine-like quality are becoming more elaborate, reports the Wall Street Journal.

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[Aston Martin regains license to print bonds](#)

Aston Martin is set to successfully raise public debt for the first time in five years, winning over yield-hungry investors with a turnaround plan that promises to turn its cashflow positive, says Reuters.

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