

NEWS BRIEFS

## Barneys New York, China, mansions and Goop – News briefs

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Actress Gwyneth Paltrow launched Goop, a lifestyle brand

By STAFF REPORTS

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Today in luxury marketing:

### [Window dressing the Barneys way fearlessly](#)

At night on Madison Avenue, diners coming and going from Fred's at Barneys New York typically generate the primary activity for blocks. Yet on the evening of April 26, a quiet intensity disrupted that typical 9 p.m. calm, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

### [China gifts luxury a reprieve](#)

Emerging from an Herms store in Shanghai with a shiny new watch costing "tens of thousands" of renminbi, Zhao Feifei is emblematic of a younger generation of Chinese consumers driving a rebound in sales of European luxury brands. "I'm earning more than before so I'm more willing to spend," says Ms Zhao, who works in an internet finance company, says Financial Times.

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

### [New York's last Gilded Age mansion is for sale](#)

The last of Manhattan's Gilded Age mansions could be yours for \$50 million, per Town & Country.

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### [Gwyneth Paltrow launches Goop as glossy Cond Nast magazine](#)

Gwyneth Paltrow, having conquered the worlds of acting, macrobiotic cookery and high-end fashion, is to launch a quarterly magazine published by Cond Nast. The magazine, named Goop after Paltrow's lifestyle brand, will be

available on newsstands from September, according to The Guardian.

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

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