

NEWS BRIEFS

Luxury projections, Burberry, Tesla and artists' homes – News briefs

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Burberry's iconic trench coat

By STAFF REPORTS

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Today in luxury marketing:

[Kering sales, LVMH Dior buy bolster luxury projections](#)

In another sign that luxury sales are making a comeback, some financiers are boosting projections for the performance of European powerhouses like LVMH and Kering.

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[Burberry to move about 300 roles to Leeds from London](#)

British luxury brand Burberry plans to move around 300 jobs from London to a new office in Leeds, northern England, to consolidate its back-office operations and cut costs, according to Reuters.

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[Musk employs unusual marketing plan for Model 3: "Anti-selling"](#)

An unlikely naysayer has emerged as Tesla Inc. prepares to market the all-important Model 3 sedan to consumers: Elon Musk himself, says Bloomberg.

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

[The iconoclastic homes of top artists](#)

When New York painter and sculptor Will Cotton and his girlfriend, art researcher Rose Dergan, bought a 3,200-square-foot Tribeca loft in 2010, they spent about \$150,000 on renovations. They ripped out bedroom walls and tore off drywall to expose steel and wood ceiling beams. Then they devoted a chunk of the budget to installing a

commercial grade vent fan on a chimney, to suck out fumes caused by oil paint, turpentine and varnishes, per the Wall Street Journal.

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