

NEWS BRIEFS

## Azzedine Alaa, Billionaire's Row, Acura and Farfetch – News briefs

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*Azzedine Alaa is increasing its London footprint; Image credit: Azzedine Alaa*

By STAFF REPORTS

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Today in luxury marketing:

[Azzedine Alaa set to open flagship in London](#)

Designer Azzedine Alaa is poised to open his first London flagship, at 139 New Bond Street, not far from Smythson, Belstaff, Ermenegildo Zegna and Delvaux, according to industry sources speaking to Women's Wear Daily.

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[Hard times hit Billionaire's Row with luxury condo foreclosure](#)

Billionaire's Row is headed for its first foreclosure, according to The New York Post.

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[The elite \\$156K supercar no one is talking about](#)

The 2017 Acura NSXs have been on the road for a year now, but chances are, you haven't seen one. It's been delayed and ignored, and it suffers from a weak public image because of its association with the hordes of forgettable Acuras out there, per Bloomberg Pursuits.

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[How will Farfetch make the mother of all fashion-tech exits?](#)

Farfetch's headquarters are a minute's walk from the Old Street tube station in the heart of East London, right on the junction dubbed "Silicon Roundabout." Startups are deserting the area because of high rents. And yet, the name remains sticky, says Business of Fashion.

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