

NEWS BRIEFS

Valentino, new luxury, streetwear and Youku Tudou – News briefs

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Image courtesy of JetSmarter. Jet membership is taking the place of ownership for some consumers

By STAFF REPORTS

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Today in luxury marketing:

[Valentino claims Steve Madden ripped off purse, strap designs](#)

Valentino isn't taking kindly to a Steve Madden purse and strap that are "strikingly similar" to the luxury house's designs, says Women's Wear Daily.

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

[The new luxury: Smaller homes, luxury Buicks that cost under \\$40K and jets you rent instead of own](#)

In April, automaker General Motors unveiled the 2018 edition of its Buick Enclave, an update of its line of high-end SUVs, according to CNBC.

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

[How luxury came to love streetwear sites](#)

Streetwear sites like Highsnobiety and Hypebeast used to focus on the latest Supreme drops. Now, they work with luxury brands like Louis Vuitton, Dior and Gucci, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Youku Tudou loses out as luxury advertisers shift focus](#)

Youku Tudou, Alibaba's YouTube-style video site, is losing out to rivals as luxury advertisers turn to shorter videos on platforms like Weibo to sell their handbags, watches and designer clothing, reports the Financial Times.

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

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