

NEWS BRIEFS

## Luxury M&As, influencers, home sales and Mercedes – News briefs

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*Jimmy Choo was recently acquired by Michael Kors. Image credit: Jimmy Choo*

By STAFF REPORTS

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Today in luxury:

### [Smaller deals seen fueling luxury M&A](#)

With its \$1.35 billion acquisition of Jimmy Choo at staggering multiples, Michael Kors yanked the fashion industry out of a summertime lull, leading some to speculate it might shore up appetite for luxury transactions, says Women's Wear Daily.

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

### [What can luxury learn from beauty influencers?](#)

Each May, the world's leading luxury fashion houses present their cruise shows with elaborate marketing spectacles often staged in far-flung locations and attended by a traveling herd of industry insiders, celebrities and, for the past decade or so, a flock of digital influencers and bloggers. Budgets range anywhere from \$2 million to over \$10 million, per Business of Fashion.

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

### [Luxury home prices soar as sellers come back down to earth](#)

The slump in the swankiest sector of the housing market appears to be over, and, ironically, it may be due to a dose of reality among sellers, reports CNBC.

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### [India's plan for higher-rate luxury car tax to hit sales: Mercedes-Benz](#)

Mercedes-Benz on Aug. 7 said India's proposal to increase taxes on luxury cars and sport-utility vehicles (SUVs) could impact the carmaker's expansion plans in the country and hurt sales, according to Reuters.

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

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