

NEWS BRIEFS

Galleries Lafayette, Aston Martin, Accor and Chinese ecommerce – News briefs

August 17, 2017



Rendering of Aston Martin's powerboat the AM37. Image credit: Aston Martin

By STAFF REPORTS

Please be aware the clippings below may require a paid subscription to the listed media outlet to read an article in full.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Today in luxury:

[Galleries Lafayette to open second China store in Shanghai](#)

The upscale department store operator Galleries Lafayette will open its second China store in Shanghai's L Mall, reports WWD.

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

[Aston Martin just delivered its first luxury boat and it looks amazing](#)

Aston Martin has officially entered the boating business. The luxury car maker debuted its first boat in September 2016 and it has now entered the hands of its first owner, says Business Insider.

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

[Accor wants to get big in luxury by thinking small](#)

For many, the definition of creating a luxury product or service is tolerating inefficiencies and adding extra expenses in order to make something a bit different, more personalized, that stands out. Words such as curated, artisanal and custom come to mind. The payoff, of course, is being able to charge higher prices, per Forbes.

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

[Why luxury brands no longer give China's online marketplaces the cold shoulder](#)

The world's biggest luxury brands have had a change of heart towards China's online marketplaces, which they once saw as a no-win battleground of counterfeit sellers, discounts and sales that tear away their brand value, according to South China Morning Post.

[Click here to read the entire article on South China Morning Post](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.