

NEWS BRIEFS

Max Mara, New York Fashion Week, blockchain tech and fake Web sites – News briefs

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Ralph Lauren at New York Fashion Week, September 2016. Image credit: Ralph Lauren

By STAFF REPORTS

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[Max Mara unveils redesigned Madison Avenue flagship](#)

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New York is the biggest market in the U.S. for Max Mara and the Italian fashion group is paying attention, reports WWD.

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[What's the future of New York Fashion Week? 19 insiders sound off](#)

We can't predict the future, but we do know that New York Fashion Week Spring 2018 will be unlike any other before, says Vogue.

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[Will better liquidity improve the market for luxury goods? Blockchain tech makes it all possible](#)

How easy is it to sell a Patek Philippe watch? Or a Herms handbag? Or a Cartier necklace? Or a Lamborghini Aventador, for that matter? asks Huffington Post.

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[Luxury brands just got one more reason to hate the Internet: Spoofing](#)

As recently as 2015, prominent luxury brands such as Fendi and Louis Vuitton were only starting to test out ecommerce. They embodied a larger hesitancy in the luxury segment to embrace digital transactions. The cold feet were understandable: Luxe brands feared that selling online would mean a loss of prestige. Many were afraid shoppers would be reluctant to hit the purchase button and part with very large sums, according to AdWeek.

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

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