

NEWS BRIEFS

## Social media, Harper's Bazaar, real estate and BMW – News briefs

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*Image from Lancel's Escapade campaign*

By STAFF REPORTS

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Luxury brands are increasingly turning to social media in an effort to stay engaged with consumers as well as create new revenue streams, according to a top Facebook executive, per South China Morning Post.

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[Glenda Bailey talks future of magazines and Harper's Bazaar 150th anniversary](#)

At the beginning of New York Fashion Week, right before four longtime editors-in-chiefs announced that they would be exiting their respective publications, Glenda Bailey had the unfortunate luck of falling and injuring her arm and leg. This forced her to sit out the shows for the first time since she took over Harper Bazaar's US edition 16 years ago. It didn't help the growing rumors that she might be the next legendary editor to step down, according to Business of Fashion.

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Realtors who thought that London's luxury-home market would be kick started by the pound's fall after the Brexit referendum are being left disappointed, says Bloomberg.

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German luxury automaker BMW is looking to form a joint venture with Great Wall Motor in China, which could focus on electric vehicles, according to two sources familiar with the matter on Wednesday, reports Reuters.

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