

NEWS BRIEFS

## Louis Vuitton, Apple, private jets and cars – News briefs

October 16, 2017



Louis Vuitton's collaboration with Supreme. Image credit: Louis Vuitton

By STAFF REPORTS

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[Louis Vuitton x Supreme: A 100M euro boost for skate brand's luxe cred](#)

James Jebbia's fabulously successful skate brand Supreme is all about downtown cool and credibility, but it needed a shot of luxe cachet to nab a \$1 billion valuation in its deal with private equity giant Carlyle, says Women's Wear Daily.

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[Apple's Tim Cook on the future of fashion and shopping](#)

Imagine that you're out to lunch, and in walks a woman wearing a terrific-looking coat. Who designed it? Did she buy it last season, or is it still on sale? Covertly, you give her coat a quick scan on your smartphone, find out it's available on Farfetch, and moments later it's on its way out for delivery, per British Vogue.

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[Luxury jet buyers think resale value in tough market](#)

Members of the elite private jet set are customizing their planes with full-sized showers, beds and windows - but when it comes to decorating, an increasing number are steering clear of gold panels and gaudy features, opting instead for the airborne equivalent of beige, reports Reuters.

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[Mercedes triples BMW gains to tighten hold on luxury-car crown](#)

Mercedes-Benz widened its lead in global luxury-car sales as the revamped E-Class sedan and a range of fresh sport utility vehicles fueled growth that outpaced BMW and Audi, according to Bloomberg.

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