

NEWS BRIEFS

Rolex, East Germany, privileged students and Costco luxury News briefs

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Rolex's the one to watch. Image credit: Rolex

By STAFF REPORTS

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Today in luxury:

[Summer's fizziest accessory: the return of the Rolex "Pepsi"](#)

To anyone outside the watch industry it is hard to convey the sense of excitement generated this spring when Rolex released a teaser before the annual Baselworld watch fair. It was a simple enough Instagram post showing a watch bracelet no watch just the stainless steel bracelet...and not even a new bracelet at that, reports Financial Times.

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

[Eastern Germany's luxury resurgence](#)

Christian Funke is looking past the rooftop pool of his Leipzig-area home toward Markkleeberger See, a deep freshwater lake that has become a magnet for new villa construction in the heart of former communist East Germany, writes the Wall Street Journal.

[Click here to read the entire article at the Wall Street Journal](#)

[Inside the privileged world of a luxury London student members' club](#)

When you think of student life, you probably don't immediately think luxury. Perhaps cheap alcohol, meal deals and crippling debt spring to mind, but it's doubtful that you think of free-flowing Champagne, private shopping experiences at Burberry and virtual personal assistants, according to The Independent.

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[You can now save on a luxury hotel with your Costco membership](#)

You rely on Costco for toilet paper, bulk candy and giant tubs of guacamole. And now you can use the wholesale retailer to book a luxury vacation, per [Travel + Leisure](#)

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