

NEWS BRIEFS

Hermès, Yoox, luxury car brands and Alibaba – News briefs

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A view from within Aston Martin's 66-story luxury apartment building; Image credit: Aston Martin.

By STAFF REPORTS

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Today in luxury:

[Hermès throws party to welcome Silicon Valley store](#)

It's been more than seven years since Hermès opened a store in the U.S. So naturally, with the advent of the luxury brand's new Palo Alto, Calif., boutique, the occasion warranted a little fanfare.

[Click here to read the entire story on Women's Wear Daily](#)

[Yoox celebrates its new design + art offerings with the chicest of dinners in Tribeca](#)

Though Yoox has a reputation for seriously good taste that doesn't take itself too seriously, every once and a while, the online destination gives itself a little makeover. Today, the Italian luxury retailer presents its new-and-improved Design + Art page. Under the creative direction of Beatrice Trussardi, the site now features eye-catching animated and editorial-like content that takes products out of the photo studio and into context.

[Click here to read the entire story on Vogue](#)

[Luxury car brands are designing Miami residential towers](#)

Miami has had a long reputation as a brand-centric city, a place where flash and labels are not shunned but shown. Brand-name restaurants, hotels, and retail establishments from all over the world create flagship outposts here to capitalize on the interests of the local citizenry. This trend has recently extended into the residential sphere with clothing designers such as Giorgio Armani, Fendi, and Missoni placing their names on apartment towers. Now, luxury automakers are joining the action, tagging the still hot Miami condominium market with their monikers.

[Click here to read the entire story on Architectural Digest](#)

[Alibaba snaps up stake in ordre](#)

Ordre, a digital platform for wholesaling fashion, has attracted investment from China's largest e-commerce platform, which plans to put some of the start-up's technology to use to sell directly to consumers.

[Click here to read the entire story on Business of Fashion](#)

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