

NEWS BRIEFS

Luxury leaders, Aeffe, Mercedes and sensory deprivation – News briefs

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Moschino's parent company saw its profits climb. Image credit: Moschino

By STAFF REPORTS

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Today in luxury:

[Will LVMH and Kering continue to dominate luxury fashion?](#)

There is little doubt that the two French leaders in luxury fashion are becoming more powerful, says Business of Fashion.

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[Aeffe profits climb 79pc in H1](#)

Moschino and Alberta Ferretti's parent company is optimistic for the rest of the year and 2019 as well, according to Women's Wear Daily.

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[Mercedes-Benz is trying to get cheap luxury cars right](#)

Mercedes-Benz introduced the A-Class sedan, its newest entry-level luxury car for the American market Wednesday night. Prices will start below \$35,000, making it Mercedes' least expensive model in the U.S., reports CNN.

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[Luxury homeowners retreat with sensory-deprivation tanks](#)

Last year, Francie and Ali Nilforushan spent "hundreds of thousands" of dollars turning their formal dining room and a guest bedroom into a high-tech relaxation area in their ranch-style San Diego home. There's a hyperbaric oxygen-therapy chamber, an infrared sauna, a steam shower and therapeutic lighting. But the centerpiece is a 7-foot-

tall sensory-deprivation tank, per the Wall Street Journal.

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