

NEWS BRIEFS

Luxury cars, Burberry, Gucci and Fendi – News briefs

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The 2019 Rolls-Royce Cullinan, priced at \$350,000, will be available later in 2018. Image credit: Rolls-Royce

By STAFF REPORTS

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Today in luxury:

[Bullish market ahead for ultra-luxury cars, especially SUVs](#)

High-end luxury cars are speeding off dealer lots, and the market in sync with the stock market is booming. "We expect that the premium market is going to outpace the mainstream segment in the next decade," Sam Abuelsamid, Detroit-based senior auto analyst at Navigant Research, told Penta, per Barron's.

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[Is Burberry's simple new logo catnip to copycats?](#)

Last week, for the first time in two decades, the British heritage luxury powerhouse Burberry revealed a new logo and monogram. It's all part of an ambitious rebranding effort under the leadership of new creative chief Riccardo Tisci. The straightforward block lettering, however, has caused a wave of concern among Chinese consumers who worry it is now much easier for the country's counterfeiters to fake it, writes Jing Daily.

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[A look inside Gucci's revamped London flagship store](#)

After dropping its Martin Parr-shot cruise 2019 look book recently, Gucci has now revealed its newly-revamped London flagship store. The 13,000-square-foot space includes both men's and women's ready-to-wear collections, as well as accessories, the latest Gucci Decor collection and the Italian house's collaboration with Dapper Dan. Elsewhere, the flagship store will also offer Gucci's DIY service, allowing customers to personalize their latest pickups, according to Hypebeast.

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[Fendi is now designing the world's most fashionable kitchens](#)

Forget designer appliances. Now your entire kitchen can be crafted by Fendi. Introducing Fendi Cucine, a collaboration between Fendi and Italian furniture company SCIC to produce the world's most fashionable kitchen, according to Fashion Journal.

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