

NEWS BRIEFS

Luxury outlook, Marc Jacobs, Audi and Alibaba – News briefs

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Marc Jacobs is launching a more accessible line. Image credit: Marc Jacobs

By STAFF REPORTS

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Today in luxury:

[Luxury brands look resilient, says analyst](#)

Luxury retail stocks have taken a hit lately, hurt in part by worries about luxury consumers' appetites. HSBC sees reason for optimism, says Barrons.

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[The Marc Jacobs is coming for pre-fall](#)

Marc Jacobs is introducing a new label for pre-fall 2019. WWD first reported on Nov. 21 that, as part of the new strategy developing under chief executive officer Eric Marechalle, the collection will be divided into two distinct parts, Runway, and a more democratically priced component, which WWD has learned will be called The Marc Jacobs, just like Jacobs' personal Instagram handle, reports Women's Wear Daily.

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[Audi to spend \\$16B in electric push](#)

Audi AG plans to spend about 14 billion euros (\$15.89 billion) on electric vehicle technology, digitalization and autonomous driving by 2023, the German luxury car maker said Tuesday, according to the Wall Street Journal.

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[Alibaba signs agreement with Belgium for ecommerce trade hub](#)

Alibaba Group Holding Ltd said on Wednesday it has signed an agreement with the Belgium government to launch

an ecommerce trade hub, which will include investments in logistics infrastructure, according to Reuters.

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