

NEWS BRIEFS

Millennials, mega-malls, luxury cannabis and tariffs News briefs

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A luxury cannabis boutique modeled after a jewelry store. Image credit: Emerging Insider

By STAFF REPORTS

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Luxury brands have done a great job of attracting young Chinese shoppers. Cash-strapped U.S. millennials will be a tougher sell, says the Wall Street Journal.

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[Can roller coasters and a bunny garden lure shoppers back to the mall?](#)

The American Dream megamall's developers hope a dizzying array of attractions from a boozy waterpark to on-site bunny adoptions to luxury flagships will get customers to shop retail, per the Business of Fashion.

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[Blingy vaporizers and gold rolling papers: luxury cannabis brands court the affluent](#)

Despite being expensive and sometimes rare, cannabis isn't typically considered a luxury good. It's too closely associated with slovenly, underperforming young men to convey wealth or style. But as cannabis becomes more acceptable and the consumer base grows to include more women and affluent professionals, some companies are aiming to become prestige brands, reports The Guardian.

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[Next Trump tariffs may soon hit Europe's luxury exporters](#)

Some of Europe's top luxury brands are targeted in President Donald Trump's latest tariff salvo, which could affect billions of dollars in exports of American-bound whiskeys, wine, Champagne, handbags and men's suits, according to Bloomberg.

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