

NEWS BRIEFS

Carbon neutrality, influencers, Singapore real estate and luxury toiletries News briefs

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Gucci is making a commitment to achieve carbon neutrality. Image credit: Gucci

By STAFF REPORTS

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Today in luxury:

[Fashion's uphill quest for 100pc carbon neutrality](#)

Luxury brands are purchasing offsets to achieve carbon neutrality but it's not a substitute to actually reducing emissions, per Vogue Business.

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[Brands beware: Influencer impostors want your free stuff](#)

There's a well-established agreement between brands and influencers: We send free products, you post about them on Instagram. Often it's a happy arrangement; influencer feeds fill with promotional material, followers click and merchandise sells. But sometimes the posts never appear, reports The New York Times.

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[Singapore luxury apartment sales hit 11-year high, driven by Chinese demand](#)

Sales of Singapore apartments worth at least S\$10 million (\$7.3 million) have hit an 11-year high, fueled by increased demand from Chinese millionaires seeking safe-haven assets, according to Reuters.

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[Japan is going wild for luxury toilet paper, even at \\$12 per roll](#)

The latest must-have product to take Japan by storm isn't high-tech and it certainly isn't garnering rave reviews in glossy design magazines. The country where electronically controlled, heated, bidet-accessorized, high-tech toilets

are commonplace has in fact made another contribution to lavatory luxury, says CBS News.

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