

NEWS BRIEFS

Louis Vuitton, Barneys, hotel design and luxury psychology – News briefs

October 16, 2019



Room at 1 Hotel Brooklyn Bridge. Image credit: 1 Hotels

By STAFF REPORTS

Please be aware the clippings below may require a paid subscription to the listed media outlet to read an article in full.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Today in luxury:

[Why is Louis Vuitton opening a workshop in Texas?](#)

Next week, Donald Trump will go to the small town of Keene, TX, and cut the ribbon on a brand-new, 100,000-square-foot Louis Vuitton workshop called the Louis Vuitton Rochambeau Ranch. It's an unlikely location for the Parisian house to open a workshop, for sure, says The Cut.

[Click here to read the entire article on The Cut](#)

[Barneys seen moving ahead with Authentic Brands bid](#)

Barneys New York is closer to getting its stalking horse bidder but the future of the bankrupt company's stores remains in doubt, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Rethinking luxury hotel design to connect guests with nature](#)

As luxury hotels strive to incorporate wellness into their offerings, they would be wise to attend to the principles of biophilic design, according to Skift.

[Click here to read the entire article on Skift](#)

[Why people associate "cold" with luxury products](#)

Look, there's nothing great about being cold. Winter is fun for about five minutes of skiing and throwing snowballs, and then it's time to hole up for three months next to a fire while you guzzle hot chocolate and pray for sunshine to thaw out the tiny hairs in your nose. Yet many people appear to have a very foundational association between the

cold and luxury, according to new research from Musashi University and the University of Oxford published in the Journal of Consumer Psychology, per Fast Company.

[Click here to read the entire article on Fast Company](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.