

NEWS BRIEFS

China, Barneys, Trump Hotels and car influencers – News briefs

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Politics can be useful but also divisive for luxury brands. Image credit: Trump Hotels

By STAFF REPORTS

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Today in luxury:

[What slowdown? China's riding to the rescue of luxury brands](#)

When Tiffany & Co. said this month it was sending its priciest jewelry to mainland China to reach wealthy shoppers no longer jet-setting abroad, it reflected a trend helping global luxury brands weather a Chinese economic slowdown, according to Reuters.

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[Underdogs still pursuing Barneys](#)

The race to buy bankrupt Barneys ain't over till it's over. The auction has been canceled and Authentic Brands Group has a credible court-accepted offer in, but other parties say they still have time to put together bids of their own, reports Women's Wear Daily.

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[Trump Organization exploring sale of marquee Washington hotel](#)

President Trump's real-estate business is considering unloading its opulent Washington, D.C., hotel, a move it says is motivated partly by criticism that the Trumps are flouting government-ethics laws by profiting from the property, says the Wall Street Journal.

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["Like" them or not, car influencers shape the way the industry sells](#)

Luxury automakers have gone deep on using social media personalities to introduce and market their cars. But the jury is out on whether it's good for the industry, per Bloomberg.

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