

NEWS BRIEFS

Prada, Swiss watches and men of Milan – News briefs

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By STAFF REPORTS



Today in luxury marketing:

[Prada opening offices in Paris, Hong Kong](#)

In a groundbreaking move, the luxury goods house said it plans to open two new design and research offices in Paris and Hong Kong. They will be the first design and research offices outside company headquarters, according to WWD.

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[Swiss watch industry sees upturn](#)

Only last year, Swiss watchmakers were cautiously banking on a recovery in sales after

the global economic crisis sent exports plummeting in 2009. However, things seem to be turning around, according to WWD.

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The men of Milan

Men's designers including Giorgio Armani and Roberto Cavalli share their inspirations for fall, according to WWD.

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Making Facebook your always-on, integrated marketing channel

CEO and Chairman of Buddy Media believes Facebook could potentially be the next place where all-in investments create successful companies of the future, according to L2 Think Tank.

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