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**NEWS BRIEFS** 

# Gift wrapping, Russian homebuyers, luxury and jewelers – News briefs

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Dior "Art of Gifting" campaign image

By STAFF REPORTS

Today in luxury marketing:

Unboxing day: It's how gifts look on the outside that counts



You think you have lots of wrapping to do before Christmas next week? asks The New York Times.

Click here to read the entire article on The New York Times

### Russians quit London luxury homes as only super-rich stay

Wealthy Russian homebuyers are vanishing from London after driving a wave of foreign investment that lifted property prices to records. Only the oligarchs persist, reports Bloomberg.

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## What's the future of luxury?

Products becoming services and the prominence of bespoke experiences are among the predictions from luxe experts, Fortune asks.

### Click here to read the entire article on Fortune

# Jewelers go straight to miners as diamonds wane

Jewelers who fill up Christmas stockings with diamonds are increasingly doing so by investing in or securing supply deals directly from individual mines, avoiding the industry's middlemen, per Business of Fashion.

Click here to read the entire article on Business of Fashion

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