

NEWS BRIEFS

Viktor & Rolf, reading material, Apple and cruises – News briefs

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Alexander McQueen Savage Beauty exhibit

By STAFF REPORTS

Today in luxury marketing:

[Viktor & Rolf to halt ready-to-wear](#)

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Viktor & Rolf are to halt ready-to-wear following the fall-winter 2015 season and concentrate on couture, fragrances and licensed businesses, reports Women's Wear Daily.

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[New book chronicles the careers of Alexander McQueen and John Galliano](#)

Journalist Dana Thomas' new book, "Gods and Kings: The Rise and Fall of Alexander McQueen and John Galliano," extensively details the lives and innovations of these two historic designers, says Fashion Times.

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

[Apple stores will implement jewelry store practices to help sell the Apple Watch](#)

Apple selling the Apple Watch will be a big change for the iPhone-maker, and it is reportedly switching up its retail game to accommodate the new wearable, per TechCrunch.

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[Luxury cruise features \\$10K per night suite as large as a house](#)

A new cruise ship set to hit the high seas in 2016 will feature a luxury suite that's as large as house and costs as much as five-week vacation in New York, according to Fox News.

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