

## NEWS BRIEFS

# Iran, Chanel, private jets and Apple Watch – News briefs

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*Apple Watch*

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By STAFF REPORTS

Today in luxury marketing:

[Why a luxury shopping revolution is coming to Iran](#)



After decades of austerity following the Islamic Revolution, middle-class Iranians have developed a taste for high-end designer goods, and for Tehran's young rich, shopping has become the new religion, says BBC.

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

[Fashion house Chanel accused of "bullying" small Australian chocolate maker](#)

Global fashion house Chanel has forced a small Australian chocolate maker to change its branding after it claimed a trademark infringement on its N°5 perfume, according to The Sydney Morning Herald.

[Click here to read the entire article on The Sydney Morning Herald](#)

[Finding the right fit for flying private](#)

Carlos Urrutia's job is to fly a private jet. But when he is on board the Bombardier Challenger 300, which he has flown for tens of thousands of hours, he does much more than that, per The New York Times.

[Click here to read the entire article on The New York Times](#)

[Apple Watch is no great draw in Swiss home of luxury watches](#)

Apple Inc. began selling its smartwatch in Switzerland June 26, and the home of luxury watches gave a cool reception to the Silicon Valley gadget, reports Bloomberg.

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

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