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**NEWS BRIEFS** 

## Gemfields, Alexander Wang, automakers and Tag Heuer – News briefs

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Cara Delevingne for Tag Heuer

By STAFF REPORTS

## Today in luxury marketing:

Inside the Gemfields Zambian emerald mine



Think of precious gem extraction and most of us conjure up images of dusty miners with hat torches inching along cramped tunnels, per The Telegraph.

Click here to read the entire article on The Telegraph

## Alexander Wang said near deal with investor

Has Alexander Wang already moved on from Balenciaga and found an investor for his namesake brand? asks Women's Wear Daily.

Click here to read the entire article on Women's Wear Daily

Luxury titans: A case of too much variety?

BMW is renowned for sporty rear-wheel-drive sedans. But its front-wheel-drive 2-series

Gran Tourer seats seven and needs only a sliding door to be a full-blown minivan, reports Automotive News.

Click here to read the entire article on Automotive News

## LVMH's Tag Heuer to shut Hong Kong Store as rental costs bite

Swiss watchmaker Tag Heuer is shutting a store in Hong Kong as high rental costs and declining numbers of customers weigh on profitability, according to the head of LVMH Moet Hennessy Louis Vuitton's watchmaking activities, according to Bloomberg.

Click here to read the entire article on Bloomberg

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