

NEWS BRIEFS

De Beers, Versace, China and Sloane Street – News briefs

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Karlie Kloss models for Versace's new campaign; Versace has attracted millennials with its social media marketing

By STAFF REPORTS

Today in luxury marketing:

[De Beers pushes gift-giving to halt China's diamond slowdown](#)

De Beers, the world's biggest diamond producer, is banking on Chinese generosity to help reverse a sharp slowdown in the country's demand for jewels, according to Bloomberg.

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[Italy's Versace may pick US or Asia for listing: CEO](#)

Fashion house Versace may pick the United States or Asia for its planned stock market listing, its chief executive said on Sept. 22, following other prestigious Italian brands such as Prada and Ferrari, reports Reuters.

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[Luxury fashion puts on a brave face about China](#)

Asia and luxury once slotted together as well as Cinderella and the glass slipper, but as

China's economic situation deteriorated, the slipper become somewhat ill-fitting, per CNBC.

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[Sloane Street steps up regeneration plans with new development](#)

The Cadogan Estate has big plans for Sloane Street. The estate, which owns 93 acres of prime retail and residential property in London's Chelsea, is headed by chief executive officer Hugh Seaborn, who is spearheading a drive to attract a new type of high-end designer brand to the famed shopping street, lead by the development of a site at the southern end of the street, 131 Sloane Street, says Women's Wear Daily.

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

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