

NEWS BRIEFS

Ecommerce, Herms, Trump and Piaget – News briefs

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Gong Li, Piaget brand ambassador

By STAFF REPORTS

Today in luxury marketing:

[Luxury Web battle looms as LVMH, Hugo Boss develop ecommerce](#)

As department stores and publishers join the ranks of those offering luxury goods online, they're running into a new breed of competitor: makers of the designer clothing, handbags and accessories they sell, reports Bloomberg.

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[The secret to Herms' success](#)

For two decades, Herms has managed to make its luxury goods both impossibly exclusive and widely available, driving strong profits and growth, according to Business of Fashion.

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[Data hack at 7 Trump hotels confirmed](#)

Customer credit and debit card numbers may have been stolen at seven Trump hotels after its payment systems were hacked for nearly a year, per The New York Times.

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[Chinese still spending on luxury, just not at home: Piaget](#)

China's luxury sector might be reeling from the twin blows of the government's anti-corruption drive and a weaker yuan but wealthy Chinese consumers haven't lost their urge to splurge, according to the CEO of high-end Swiss watchmaker Piaget, says CNBC.

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