

NEWS BRIEFS

Zegna, horology, Valentino and Aston Martin – News briefs

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Photo by Tommy Ton for Zegna

By STAFF REPORTS

Today in luxury marketing:

[Zegna tailors strategy for changing Chinese market](#)

After a "nightmare" year in emerging markets, Italian luxury menswear brand Ermenegildo Zegna is trying to stabilise its China business by pushing made-to-measure sportswear to upmarket customers and seeking to attract middle-class consumers with less expensive trainers and accessories, according to the Financial Times.

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[Why does this watch cost \\$815K?](#)

Imagine a wristwatch that costs \$815,000. Imagine a wristwatch that costs \$815,000 and contains no diamonds or precious jewels. Imagine a wristwatch that costs \$815,000, contains no diamonds, but in some alternate universe of watch geekery may even be considered, yes, a bargain, says The New York Times.

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[Valentino's Qatari owner said to explore IPO of designer company](#)

The Qatari owners of Italy's Valentino are exploring options including an initial public offering of the maker of \$3,000 handbags, according to people with knowledge of the matter, per Business of Fashion.

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[Aston Martin to make "meaningful" job cuts as part of turnaround plan](#)

British luxury carmaker Aston Martin is planning "meaningful" job cuts as part of a restructuring that will involve the company expanding into electric and "crossover" sport utility vehicles, reports Reuters.

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