

NEWS BRIEFS

Creativity, consumer confidence, Balmain and Shanghai – News briefs

October 28, 2015



Balmain creative director Olivier Rousteing posing with Kendall Jenner and Jourdan Dunn in #HMBalmaination

By STAFF REPORTS

Today in luxury marketing:

[Fashion is moving too fast, and it's killing creativity](#)

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"Bought and brought." It's a phrase that came up when I interviewed Jeremy Scott about his documentary, and one I keep thinking about in light of Raf Simons's headline-making departure from Dior. The Moschino designer used it to refer to the talents who are plucked from their London, New York, or even more remote bases, and spirited off to Paris to work for luxury fashion houses. Think of J.W. Anderson, London wonder boy turned Loewe chief; Alexander Wang, trading the mean streets of SoHo for takeout-filled weeks in a hotel working for Balenciaga; or Humberto Leon and Carol Lim, splitting their Opening Ceremony responsibilities with Kenzo duties, says New York magazine.

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

[Consumer confidence slipped in October](#)

Consumers can't seem to make up their minds about how confident they are about the economy, reports Women's Wear Daily.

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[Why H&M chose Balmain](#)

Olivier Rousteing's Balmain X H&M collection is already causing a buzz in the fashion world, before it has even launched - something that comes as no surprise to the team at H&M, per British Vogue.

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[Shanghai is now the most expensive city in Asia for luxury living](#)

Shanghai has emerged as the most expensive city for luxury living in Asia, while Mumbai is the least expensive in terms of costs for wealthy individuals, according to the 2015 Lifestyle Index by Swiss private bank Julius Baer, according to The Wall Street Journal.

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