

NEWS BRIEFS

## Hugo Boss, Cartier, brand growth and counterfeits – News briefs

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*Cartier's Parcours d'un Style high-jewelry necklace*

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By STAFF REPORTS

Today in luxury marketing:

[Hugo Boss Q3 net income falls 23pc](#)

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Negative exchange rates pushed net income down 23 percent to 88.5 million euros, or \$98.4 million, at Hugo Boss in the third quarter, with operating earnings also slumping 13 percent to 132.6 million euros, or \$147.5 million, for the period ending Sept. 30, says Women's Wear Daily.

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[The house that Cartier skill built](#)

Standing in front of a wide window with views over a green valley dotted with buildings and houses, one of Cartier's marquetry artists gently tapped his foot on the wooden power pedal of a custom-made crossbow saw, per The New York Times.

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[Can luxury brands hack their own growth?](#)

When Olivier Rousteing of Balmain opened his Instagram account in 2012, he was among the first creative directors in luxury fashion to do so, The Guardian reports.

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[Over 40pc of China's online sales counterfeit, shoddy](#)

More than 40 percent of goods sold online in China last year were either counterfeits or of bad quality, the official Xinhua news agency said, illustrating the extent of a problem that has bogged down the fast-growing online sector, according to Reuters.

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