

NEWS BRIEFS

Jewelry auctions, fashion tomes, Swiss watches and Chinese students – News briefs

December 21, 2015



Grace: Thirty Years of Fashion at Vogue

By STAFF REPORTS

Today in luxury marketing:

[Semiprecious stones win big prices at December jewelry auction](#)

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The results from the December jewelry auction cycle here highlighted a continuing trend in the market toward more casual pieces of high design, reports Women's Wear Daily.

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[The tomes of 2015](#)

The fashion adage that death needs pearls, attributed to Diana Vreeland (erroneously, I suspect) is as crass as the belief held by some fashion magazines that pictures of clothes need color. It is a belief that has bedeviled the fashion book for years, making it the bimbo of illustrated publishing: pretty, but dumb. By and large for clothes, line, volume and scale are much more important than color, and they are much more easily understood in black and white things color normally distorts, per Business of Fashion.

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[Swiss watch industry calls time on booming growth of prior years](#)

As the Swiss watch industry prepares for fourth straight year of little to no growth, big producers such as Richemont, the owner of Cartier, are trimming back investment in production while some smaller rivals look for a buyer or risk going under, according to Bloomberg.

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[Luxury brands shower attention on well-heeled Chinese students in US](#)

Sellers of Western luxury brands eager to capitalize on the new wealth of Chinese consumers are showering attention on mainland students in the United States, even as sales in China falter, says Reuters.

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