

NEWS BRIEFS

Graff Diamonds, JW Anderson, watchmakers and Italian brands – News briefs

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Graff Elements campaign

By STAFF REPORTS

Today in luxury marketing:

[Graff Diamonds names Matthieu Brichet CEO for Europe](#)

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Graff Diamonds has named Matthieu Brichet chief executive officer for Europe, a new role. Brichet will head up retail strategy, further expansion, and store portfolios for the company's locations in France, Monaco and Switzerland, per WWD.

[Click here to read the entire article on WWD](#)

[JW Anderson experiments with "workshops" uniting culture and commerce](#)

It's a given that fledgling fashion businesses dream of the moment when they have the wherewithal to open their own store, where they are able to present their vision unpolluted by pesky intermediaries like department store buyers, says Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Luxury watchmakers rethink affordability to counter downturn](#)

High-end watchmakers have signaled a shift in strategy with an expanded range of more affordable products to counter the most severe downturn the industry has faced since the 2008-09 financial crisis, executives at a watch fair in Geneva said, reports Reuters.

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[Why Italian luxury companies are still betting on China](#)

In the face of a plummeting stock exchange and predictions of a prolonged bear market, a group of Italian luxury executives remains cautiously, perhaps improbably bullish about China's economy. "I think sometimes, there is a misunderstanding," said Michele Norsa, chief operating officer of Salvatore Ferragamo, the Florence-based manufacturer of \$860 oxford shoes and \$190 silk ties. "The stock exchange is not really impacting the consumption

market," according to Bloomberg.

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