

NEWS BRIEFS

Herms, brand growth, sportswear and Langham – News briefs

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Image from Hermesistible microsite

By STAFF REPORTS

Today in luxury marketing:

[Herms plans to relocate Hong Kong flagship](#)

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Herms is gearing up to move its Hong Kong flagship from The Galleria at 9 Queen's Road Central to a nearby luxury mall, reports Women's Wear Daily.

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[The growth conundrum](#)

As key global markets continue to cool, business growth in the luxury sector will be hard won in 2016. But, here are three levers that fashion's luxury megabrands can employ to drive growth, per Business of Fashion.

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[Rich Chinese splurge on sportswear as luxury's luster dims](#)

GPS sport watches, compression leggings and hydration packs are the new must-haves for wealthy Chinese, pumping up the multi-billion dollar sportswear industry at a time when China's elite are reining in spending on more traditional luxury brands, says Reuters.

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[With two takes on luxury, Langham plans major expansion in North America](#)

When it comes to hotels, do you like something traditional, a grand dame perhaps? Or maybe, your preference is more modern, chic and contemporary? Of course you like luxury. In that case Langham Hotels & Resorts has something for you, according to Forbes.

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