

NEWS BRIEFS

YouTube, 1stdibs, fashion designers and millennials – News briefs

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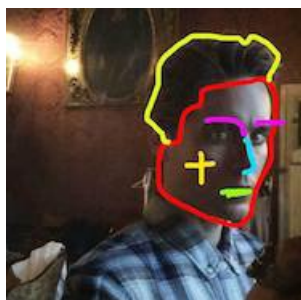


Image from Jared Leto Snapchat story for Gucci

By STAFF REPORTS

Today in luxury marketing:

[Why YouTube is a more important platform than Snapchat for luxury brands](#)

Even as brands like Burberry, Chanel and Louis Vuitton are building buzz via Snapchat with videos and posts that target millennials, luxury marketers should be wary about going all-in on the app, according to digital marketing execs who spoke about high-end brands on a panel at South by Southwest Interactive, says AdWeek.

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[Antique dealers protest new 1stdibs rules](#)

On March 8, a sign was placed in the window of Lost City Arts, a high-end vintage design store in Lower Manhattan, saying the shop was closing early. Inside, 30 of the city's top antiques dealers had gathered for a tense, hastily arranged meeting. Other dealers dialed in from Texas and California to hear the proceedings, reports The New York Times.

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

[Fashion designers deserve the same protection as other creatives](#)

cross international jurisdictions, fashion design protection is one of the least harmonized areas of intellectual property law. While designers' names and logos are almost universally covered by trademark law, the physical articles of apparel and accessories to which they are attached often have no protection at all. France offers full copyright protection to fashion on an equal basis with other artistic media, and many other nations with influential or aspiring design sectors including all of Europe, Japan and India provide a significant level of design protection to new creations. However, in countries including the U.S., brands must make do with scraps of legal protection for limited aspects of fashion design, such as fabric prints, according to Business of Fashion.

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

[Millennials aren't a threat to luxury goods makers, says UBS they're the saviors](#)

Do millennials have an appetite for high-end purses and expensive fashion brands? It turns out they do and that

could help rescue luxury goods makers, according to new research from UBS, per Marketwatch.

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

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