

NEWS BRIEFS

Brioni, De Beers, Paris hotels and Prada – News briefs

March 22, 2016



Brioni spring/summer 2014 collection image

By STAFF REPORTS

Today in luxury marketing:

[Even Donald Trump can't make Italian tailor Brioni great again](#)

Brioni, the Italian maker of \$7,525 wool and silk suits that are favored by the likes of Donald Trump, is cutting jobs to adapt to slowing demand, another sign of distress from the beleaguered luxury industry, reports Bloomberg.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

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

[De Beers goes into second-hand diamond market](#)

Diamonds might be forever, but their ownership is not. Death, divorce and financial distress can all part an owner from the precious stones. And if that happens, De Beers is now ready to step in, according to the Financial Times.

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

[Luxury hotels in Paris: How the city's grand hotels are evolving for the future](#)

Libert, egalit, fraternit and luxury. The only reason the revolutionary proclamation did not in the first place include any reference to luxe is because the word did not scan. Still, the French conception of la vie de luxe has titillated and benefitted us all, says The Independent.

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

[Behind Prada's Christophe Chemin collaboration](#)

The relationship between artist and fashion designer dates back nearly a century to the bohemians of Paris' cafe society in the 1930s and 1940s: Marcel Verts imagined whimsical prints for Elsa Schiaparelli's designs, while Salvador Dal accented them with zany hats and opulent perfume bottles. Since those libertine days of free-for-all collaboration, the fashion industry has assumed the art world as a fair-weather friend, picking and choosing from its boundless creativity to realise and add value to everything from capsule collections to boutique installations, per Business of Fashion.

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

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.