

NEWS BRIEFS

Bulgari, China, fashion photography and BMW – News briefs

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Image courtesy of Peninsula Hotels

By STAFF REPORTS

Today in luxury marketing:

[Bulgari aims to have up to 6 stores in Russia over 10 years](#)

Bulgari, the flagship jewelry brand of luxury group LVMH, plans to open up to four more stores in Russia over the next 10 years, betting on the long-term prospects of its luxury market, reports Reuters.

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[HSBC luxury analyst: China coming back, but Chinese are not](#)

To put it in a nutshell: "Luxury is not doing well," says HSBC analyst Erwan Rambourg. And a lot if it has to do with China, he adds, according to Women's Wear Daily.

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[Fashion photographers return to film](#)

The latest instalment of Calvin Klein's racy #MyCalvins campaign is hard to ignore, especially as the "upskirt" image of actress Klara Kristin sparked a social media firestorm last week. But amid charges of sexism and objectification, critics may be missing what is truly cutting-edge about the photo: namely, that it was captured on film, by rising photographer Harley Weir, says Business of Fashion.

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[BMW to appoint new finance and purchasing chiefs, report says](#)

BMW plans to appoint new finance and purchasing chiefs as CEO Harald Krueger builds a younger management team to lead the automaker into the future, a German business magazine reported May 26, per Automotive News.

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