

NEWS BRIEFS

Counterfeits, watches, Hong Kong and Tag Heuer – News briefs

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L'Instant Chanel ad

By STAFF REPORTS

Today in luxury marketing:

[Alibaba's Jack Ma: Better-than-ever fakes worsen piracy war](#)

Alibaba Group Holding Ltd. founder Jack Ma said Chinese-made counterfeit goods today have gotten better than the genuine article, complicating the effort to root out fakes on the country's largest online shopping services, according to Bloomberg.

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[Will fashion's luxury watch divisions weather the downturn?](#)

Over the last 30 years, high-end fashion houses like Chanel, Dior, Herms and Louis Vuitton have sunk billions into developing luxury watch strategies, per Business of Fashion.

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[Hong Kong builders embrace art, design](#)

Hong Kong real-estate developers are turning to art and design to differentiate themselves in a crowded market, says the Wall Street Journal.

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[Tag Heuer pushing brand in China: CEO](#)

The head of luxury group LVMH's Swiss watchmaking business said on Saturday the company is pushing its Tag Heuer brand in the Chinese market, as rivals scale back their investments due to weaker demand, reports Reuters.

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