

NEWS BRIEFS

## Apple, Swoonery, cult fashion and watch dealers – News briefs

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*Apple iPhones*

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By STAFF REPORTS

Today in luxury marketing:

[High-profile fashion support for Apple](#)

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Alexander Wang, Nicholas Ghesquire, Paul Smith, Dries Van Noten and Alber Elbaz are among the 111 high-profile designers and industry figures who have officially come out in support of Apple in its IP court case with Samsung, says British Vogue.

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[Swoonery to sell \\$3M natural pink diamond bracelet online](#)

Luxury jewelry online marketplace Swoonery aims to make a splash in the white-glove world by offering exclusively for sale designs by Neha Dani, including a natural pink diamond bracelet valued at \$3 million, per WWD.

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[How does a fashion brand go cult?](#)

Devout worship, regular pilgrimage and the occasional bout of unhealthy fanaticism over centuries these were the hallmarks of religious worship, a unifying range of actions for followers of different sects from different continents, according to Dazed.

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[Hard times for luxury watch dealers](#)

Luxury watches are losing much of their luster. Blame a sluggish global economy and changing consumer tastes, reports the Wall Street Journal.

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