

NEWS BRIEFS

Cartier, Borro, new consumerism and Gucci – News briefs

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Cartier's Drive de Cartier timepiece

By STAFF REPORTS

Today in luxury marketing:

[Cartier creates bachelor's pad pop-up in Hong Kong](#)

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Cartier invited Hongkongers into the ultimate bachelor's pad for the launch of its new men's watch collection Drive de Cartier, according to Women's Wear Daily.

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[Luxury online pawnbroker Borro lent \\$66M last year against things like this 1954 Jaguar](#)

Borro, an online pawnbroker for wealthy people looking for extra cash flow, lent out 51 million, or \$66 million at current exchange, in 2015, using fine art, luxury cards, and fine wines as collateral, reports Business Insider.

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[The 10 commandments of new consumerism](#)

For decades, a brand's only priority was to create the best possible product at the most competitive price to ensure sales. But as consumers develop a more comprehensive understanding of issues like sustainability, authenticity and transparency, brands and retailers are being forced to change the way they sell to survive, says Business of Fashion.

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[Inside the elaborate world of Gucci's shows](#)

"I have the soul of a director," says the designer Alessandro Michele, a couple of days after his spring/summer 2017 Gucci show. He's speaking over the phone from Rome, which is fitting, given that Rome is the home of la Cinecitt, the hub of Italian cinema. Michele isn't hankering after a feature film production like his predecessor Tom Ford. (The former Gucci creative director's second movie, "Nocturnal Animals," is out this November.) Rather, he's talking about the scenography of his tenure at Gucci, which has scrolled through multiple iterations over the past 18 months,

like sequels in an ever-unfolding cinematic franchise, per New York Times.

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

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