

NEWS BRIEFS

Arctic cruises, Chanel, Sotheby's and Jean-Claude Biver – News briefs

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Cartier's Sky Blue Diamond

By STAFF REPORTS

Today in luxury marketing:

[Experts warn luxury Arctic cruises of Titanic-style disaster](#)

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Experts are warning there could be a Titanic-style disaster and serious environmental damage unless controls are brought in for cruise ships in the Arctic Ocean, says Fox News.

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

[The story of Chanel's petites mains](#)

When Karl Lagerfeld decided to celebrate the petites mains for his Chanel couture collection this June, it heralded a sentimental moment in the house's history. Long the unsung heroes of the fashion world, the world was made to acknowledge the hundreds of hours that go in to sometimes creating just one garment, and the people that patiently pour their hearts into making it all possible when Lagerfeld put them centre stage. As the collection arrived in London to give editors a close-up view of their work, we took the opportunity to find out who they are, according to British Vogue.

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

[Blue is the color: Diamond ring could fetch \\$25M](#)

A diamond ring that's the ultimate in bling is set to go under the hammer, with an estimated price of \$15 million to \$25 million, reports AP.

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[Jean-Claude Biver exclusive interview: "It's time again to push forward in China"](#)

Over the past 20 years, the global reach of luxury Swiss watch marketing and advertising has been influenced, either directly or indirectly, by a one-man watch-world juggernaut: Jean-Claude Biver, per Jing Daily.

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

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