

NEWS BRIEFS

Tiffany & Co., Style.com, watch industry and luxury – News briefs

October 20, 2016

What is Style.com?

Style.com teaser

By STAFF REPORTS

Today in luxury marketing:

[Eddie Borgo joins Tiffany & Co. as collaborator](#)

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Tiffany & Co. has literally been a household name for Eddie Borgo for as long as he can remember, reports WWD.

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

[Is the new Style.com working?](#)

In 2015, Cond Nast revealed its plan to transform Style.com into a global e-commerce player, folding the site's editorial coverage into the fast-growing American Vogue.com. Cond Nast is investing \$100 million into the venture and has described the move as involving unprecedented cooperation between the company's US and international arms, underscoring the scale of the ambition, says Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Still ticking: The improbable survival of the luxury watch business](#)

On 17 March 2016, the watch manufacturer Breitling opened a lavish new stall at Baselworld, the world's biggest watch fair, to show off its latest marvels. There was the Avenger Hurricane, a beefy black and yellow extravaganza in a special polymer case made specifically to survive all extremes of superhuman adventure (6,500). There was the Superocean Chronograph M2000 Blacksteel, with full functionality at a depth of 2,000 metres (3,850). And there were at least 60 other items, each out-glistening the other in an attempt to demonstrate a new and expensive way to tell the time, according to The Guardian.

[Click here to read the entire article on The Guardian](#)

[A light at the end of the tunnel for luxury](#)

Burberry Group saw shares fall by the most in a year as Brexit benefits couldn't offset declines in Asia. Bloomberg

Gadfly Columnist Andrea Felsted and Howard Ward, chief investment officer of growth equities at Gamco Investors, examine the luxury goods market on "Bloomberg Surveillance," per Bloomberg.

[Click here to watch the full video on Bloomberg](#)

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