

NEWS BRIEFS

Tiffany, technology, Swiss watches and real estate – News briefs

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Elle Fanning in Tiffany's Legendary Style campaign

By STAFF REPORTS

Today in luxury marketing:

[Can Tiffany design director Francesca Amfitheatrof save the day?](#)

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Tiffany has cut profit forecasts and share prices have fallen and annual sales have hovered at just over \$4 billion since 2014, per Business of Fashion.

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[8 tech trends that will shape the future of fashion and luxury retail in 2017](#)

The fashion industry from your department store to your luxury boutique is undergoing significant change at the hands of the digital revolution. That's not new in concept. Neither, mind you, is talking about things like artificial intelligence, virtual reality or blockchain as emerging technologies, says Forbes.

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[Swiss watch exports to China return to growth in November](#)

Swiss watch exports to mainland China continued to accelerate in November, another sign that the slowdown in China's luxury market may have reached a turning point, reports Women's Wear Daily.

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[No respite in sight for London's luxury-homes market in 2017](#)

If 2016 was a tough year for London's luxury property market, 2017 may not provide any respite, according to Bloomberg.

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