

NEWS BRIEFS

Herms, watches, luxury fruit and billionaires – News briefs

March 24, 2017



Herms' Cape Cod watch

By STAFF REPORTS

Today in luxury marketing:

[At Herms, a "company man"](#)

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The French don't have an expression for a "company man" but, if they did, it would almost certainly describe Laurent Dordet, per The New York Times.

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

[Luxury watch industry hopes worst is behind it, at last](#)

After a bleak year for the luxury business, there should be some sparkle at the Baselworld watch fair, which opened March 22. Signs are emerging of a tentative rebound in sales of finely-crafted timepieces and jewelry, reviving growth at the world's biggest brands, reports the Financial Times.

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

[\\$27K melons? Unwrapping the high price of Japan's luxury fruit habit](#)

It looks like a jewelry shop with its high-end exterior. But a peek inside the sparkling glass display cases at any of Sembikiya's Tokyo outlets reveals expensive treasures of a surprising kind, says CNN.

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

[Where New York's billionaires live](#)

A financier under house arrest. Beyoncé swarmed by paparazzi. Accusations of a stolen Warhol self-portrait. On a 20-block stretch just off Manhattan's Central Park, where some of the world's richest industry titans, business scions and hedge-fund moguls live, paying millions for one of the world's most expensive homes doesn't always ensure security and quiet, according to the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

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