

NEWS BRIEFS

## Jewelry brands, MatchesFashion, talent sourcing and Audi – News briefs

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*Olivia Palermo for Piaget Possessions*

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By STAFF REPORTS

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Today in luxury marketing:

### [Jewelry's mission impossible? Win over millennials](#)

It was announced last year that Swiss luxury goods conglomerate Richemont wanted to give the top of the company a shake-up. "I want to see less gray men, less gray Frenchmen," chairman Johann Rupert commented, adding: "We have too few women. We don't have enough diversity." Now, change is afoot elsewhere, too, says the Wall Street Journal.

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

### [Matches' makers: the British luxury fashion retailer announces record results](#)

Matchesfashion.com, the British multi-brand boutique founded by husband and wife Tom and Ruth Chapman in 1987, is marking its 30th year in business with an announcement. The company has released its financials for the first time this week. And they're worthy of celebration, reports the Financial Times.

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

### [Digital download: How luxury players are luring the world's top digital talents](#)

In luxury's rapidly changing landscape, recruiting the right talents to lead a brand's digital strategy is key, according to Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

### [Audi's unions demand electric model for main German plant](#)

Labor leaders at Volkswagen's luxury Audi brand have asked top management to assign production of an all-electric model to the carmaker's main plant in Germany, concerned they might lose out as electric cars gain in importance, per Reuters.

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

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