

NEWS BRIEFS

Ralph Lauren, Sotheby's, BMW and cruises – News briefs

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The Pink Star diamond

By STAFF REPORTS

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Today in luxury marketing:

[Ralph Lauren to cut jobs, close flagship Fifth Avenue Polo store](#)

Ralph Lauren Corp said on Tuesday it would cut jobs and shut its flagship Polo store on Fifth Avenue in New York City, among other office and store locations, as part of a cost-cutting plan, according to Reuters.

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["Pink Star" diamond sells for record \\$71.2M at auction](#)

A giant pink diamond has become the most expensive jewel ever sold at auction, fetching \$71.2 million at Sotheby's in Hong Kong on Tuesday, reports CNN Money.

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

[BMW tops Mercedes for first time in 2017, narrowing the US luxury race](#)

BMW AG topped its rival in the U.S. luxury auto market for the first time this year, eking out a monthly sales increase and gaining ground on Daimler AG's Mercedes-Benz, reports Bloomberg.

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[Cruise vacations for the anti-cruise crowd](#)

My father and I weren't due aboard our ship until the next afternoon, so we settled in at a table on our Venice hotel's terrace, overlooking the Grand Canal, to watch the pageant of waterborne traffic: the commuter vaporetti, the gondolas and the water taxis with young Italian cowboys at the helm. Then, from behind Santa Maria della Salute,

the bow of a mega-cruise ship pierced the painterly scene and slowly cast its enormous shadow over the lagoon, per the Wall Street Journal.

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

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