

NEWS BRIEFS

## Russia, diamonds, fragrances and children's closets – News briefs

April 24, 2017



*A still from the DPA's Real is Rare campaign*

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By STAFF REPORTS

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### [Opening Russia's retail frontiers](#)

"The Russian fashion market can still be rather uncivilized," says Natalia Usacheva, owner of Enigma, a designer boutique in Irkutsk, a picturesque city the size of Boston located in the far-eastern corner of Siberia. From here, it is a mere 40-minute flight to Mongolia's capital but an epic 5,000 kilometres to Moscow, per Business of Fashion.

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

### [Diamond miners have India in sight with Real is Rare slogan](#)

The world's top diamond producers will try to spur demand in India with the launch of their "Real is Rare" slogan in September, after the withdrawal of high-value bank notes dented the world's third biggest diamond market, reports Reuters.

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### [Personalization, niche seen as top spring fragrance trends](#)

Niche fragrances continue to dominate beauty counters not to mention the attention of major beauty groups on the prowl for acquisitions, according to Women's Wear Daily.

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### [Children's closets get luxury makeovers](#)

Taking a cue from lavish walk-in closets off the master bedroom, builders and designers are increasingly creating

luxury closets for their pint-size clients, says the Wall Street Journal.

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