

NEWS BRIEFS

Buccellati, MyTheresa, beauty brands and China – News briefs

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Kendall Jenner for Estee Lauder

By STAFF REPORTS

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Today in luxury marketing:

[Armed jewel thieves stage daring heist on chic Paris store](#)

Jewelry thieves have struck again on the ultra-chic rue de la Paix in Paris, bursting into a store armed with axes and a handgun and making off with around 5 million euros, or about \$6 million, worth of loot, reports The Local.

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[New Mytheresa.com logistics center more than doubles capacity](#)

More than doubling the space of its previous facility, Mytheresa.com has put a new state-of-the-art logistics center into operation here that provides the luxury e-tailer with plenty of room for future growth, according to Women's Wear Daily.

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[Rebooting your mother's beauty brands](#)

Midday on a Wednesday at Sephora on Columbus Circle, three teenage girls and their backpacks crowded around a row of mascaras at the Clinique display, per Business of Fashion.

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[Drivers take a back seat for China luxury carmakers](#)

In China, the front seat takes a back seat, as Volvo's Thomas Ingenlath discovered when the carmaker's Chinese chairman tested a vehicle he helped design, says the Financial Times.

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