

NEWS BRIEFS

Dior Homme, watches, Grenfell Tower victims and Louis Vuitton – News briefs

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Image from Dior Homme's fall/winter 2017-18 ad campaign. Image credit: Dior

By STAFF REPORTS

Today in luxury:

[Kris Van Assche reflects on 10 years at Dior Homme](#)

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As he prepares to celebrate his 10th anniversary at the helm of Dior Homme, Kris Van Assche is basking in a new sense of freedom, says WWD.

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[Despite consumer demand, the luxury watch industry will have to shrink before it recovers](#)

Circa 2017, the once proud luxury watch industry is in its weakest position since the late 1970s and early 1980s, per Forbes.

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[Mixed welcome for London fire victims at luxury complex](#)

Families made homeless by the Grenfell Tower fire are to be rehoused in new, affordable apartments right next door to luxury private homes in one of the most exclusive parts of London – and some of their prospective new neighbors have mixed feelings about the news, reports CNN.

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[Louis Vuitton has a grand vision to sell \\$2K made in America handbags](#)

Paris-based luxury handbag maker Louis Vuitton is finalizing plans to open a factory in the United States as demand for the company's products continues to rise, according to The Street.

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