

NEWS BRIEFS

Logos, Saks, watches and Saudi Arabia – News briefs

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Alicia Vikander for Louis Vuitton's the Twist handbag. Image credit: Louis Vuitton

By STAFF REPORTS

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Today in luxury:

[As branding evolves, what's a logo worth?](#)

Today, the logo certainly does not maketh the brand, so vast and varied are the touchpoints between companies and consumers. Whereas, New York's Times Square and London's Piccadilly Circus ground zero for marketing messages were once lit by glaring logos, now the same real estate is more likely to showcase digital content. And yet, logos still matter, says Business of Fashion.

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

[Activist pushes for Hudson's Bay to sell Saks, go private](#)

Activist Land & Buildings Investment Management said it may call for new directors at Hudson's Bay Co. if the company ignores suggestions for unlocking value, including selling off Saks Fifth Avenue and potentially going private in a management-led buyout, reports Bloomberg.

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[Instagram turbocharges the watch market](#)

On Thursday, it was a stylishly retro 1962 Bulova Super Compressor on @analogshift that won my heart. On Wednesday, it had been an elegantly understated 1970 Rolex Submariner, courtesy of @jasonheaton, that quickened the pulse. Tuesday had brought its own obsession, a vintage Heuer 3647 Carrera chronograph, regrammed on @hodinkee, per The New York Times.

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[Saudi Arabia plans luxury beach resorts on Red Sea](#)

Saudi Arabia has launched a massive tourism development project that will turn 50 islands and other sites on the Red Sea into luxury resorts, according to BBC News.

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

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