

NEWS BRIEFS

Amazon, Tiffany, Supreme and superyachts – News briefs

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Elle Fanning in Tiffany's Legendary Style campaign

By STAFF REPORTS

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Today in luxury:

[Amazon has a luxury problem](#)

Swatch Group executives earlier this year were planning to sell some of the Swiss conglomerate's higher-end watches through Amazon.com Inc., according to the Wall Street Journal.

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

[How to fix Tiffany](#)

While Europe's luxury houses typically play a long game, working hard to maintain the perception of exclusivity, America's large luxury players have historically adopted a different approach altogether, sprinting to sell as much as possible, as fast as possible, then suffering the consequences in brand dilution, says Business of Fashion.

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

[A Supreme deal: \\$1B valuation from Carlyle](#)

Skate, scarcity, celebrity and high-fashion crossover that's Supreme's formula for a billion-dollar valuation, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Lessons in luxury: How to snap up a superyacht at the Monaco Yacht Show](#)

I'm at Nice Cote d'Azur Airport, queuing for a helicopter, when there's a kerfuffle in front of me. An impeccably dressed man begins to pluck purple slips of paper from the ground like a chicken pecking corn. It transpires that a tightly pressed wad of 500 notes in his grip had suddenly unfurled and flown free. We're both going to the Monaco

Yacht Show in which context, seeing someone throw their money away seems strangely appropriate, per The Telegraph.

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

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