

NEWS BRIEFS

Herms, Belstaff, Moda Operandi and De Beers – News briefs

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Belstaff has found a new owner. Image credit: Belstaff

By STAFF REPORTS

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Today in luxury:

[Herms saddles up for luxury rebound with new leather workshops](#)

Herms, the French label known for its \$10,000-plus Birkin and Kelly bags, plans to add two leather goods workshops in France by 2020 to meet a recovery in demand for luxury goods, according to Reuters.

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[UK's Ineos buys motorcycle fashion group Belstaff](#)

U.K. petrochemicals group Ineos has agreed to buy Belstaff, a British fashion house famed for its motorcyclewear, in the latest unconventional move by billionaire founder, Jim Ratcliffe, reports the Financial Times.

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[Moda Operandi launches The Platform, an incubator for emerging brands](#)

Despite having launched her label back in 2001, Colombian designer Johanna Ortiz was an unknown name outside the country until Moda Operandi picked up the bright and feminine label in 2014. By the following year, Ortiz's sold out off-the-shoulder blouse was impossible to miss on social media and celebrity step and repeats, per Business of Fashion.

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[De Beers faces tricky task of selling diamonds to millennials](#)

De Beers, the 129-year-old company that helped make diamond engagement rings a global standard, is working on a new proposition for customers, says the Wall Street Journal.

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