

NEWS BRIEFS

Handbags, Apple, creative directors and real estate – News briefs

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Brikk's iPhone X plays into the phone's luxury target. Image courtesy of Brikk

By STAFF REPORTS

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[The psychology of designer handbags](#)

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A woman walks into one of the large flagship stores on London's Bond Street, where she is greeted by a vast display of handbags. Pouches, totes, cross-body, baseball style, shoulder bags and shoppers the whole handbag family is there, with price tags upwards of 1,000 pounds (\$1,317). She is businesslike in her approach, wasting no time on handling them or deliberating over her choice, per Business of Fashion.

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[Buy Apple because it is a luxury brand like Louis Vuitton, not a tech company, HSBC says](#)

Apple's rollout of more expensive iPhone models this year is a sign the smartphone maker is moving further into the luxury market, according to one Wall Street firm, reports CNBC.

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[Putting a dollar value on creativity in fashion](#)

When Christopher Bailey said he'd leave his post as chief creative officer of Burberry next spring, after a 17-year stint during which he turned the sleepy brand into a luxury powerhouse, the company's investors missed a beat, says Women's Wear Daily.

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[How Chinese buyers abroad offer a lesson on capital controls](#)

Global commercial real-estate participants keen to know the impact of Beijing's capital controls might not need to look much further than the cat-and-mouse game that is being played in the residential markets for years, according to the Wall Street Journal.

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