

NEWS BRIEFS

Riyadh's Ritz-Carlton, Gucci, Van Cleef & Arpels and US luxury brands – News briefs

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Gucci's butterfly pattern (left) on its sweater versus Forever 21's butterfly design (right). Image credit: Springut Law

By STAFF REPORTS

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Today in luxury:

[Riyadh's Ritz-Carlton: Luxury hotel or detention center for Saudi royals?](#)

Less than two weeks ago, the lavish Ritz-Carlton Hotel in Riyadh was playing host to some of the world's top executives. Now it appears to have become a detention center for Saudi royals ensnared in a corruption investigation, according to CNN Money.

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[Gucci scores tentative dismissal of Forever 21's stripes lawsuit](#)

Gucci has temporarily beat back an effort by Forever 21 to free up the use of trademarked stripe designs, reports WWD.

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[Marketing secrets from the worlds of high-luxury and high-art](#)

The future of retail is electronic, driven by mobile shopping and social media, right? Nicolas Bos, CEO of Van Cleef & Arpels has other ideas. The high-end jeweler made a big bet on the physical store experience, collaborating with legendary artist Robert Wilson to create an extravagant installation in Van Cleef's New York store to drive media, buzz, and ultimately, sales, per Forbes.

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[US luxury brands remember to be luxurious](#)

It's taken a while, but big American labels finally seem to get it: If you want to be a luxury brand, then you have to act like one, says Bloomberg.

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