

NEWS BRIEFS

Going vegan, Chinese millennials, Audi and Balmain – News briefs

December 15, 2017



Debut looks from Balmain's first menswear collection for pre-fall 2018. Image credit: Balmain

By STAFF REPORTS

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Today in luxury marketing:

[Watch out Jimmy Choo, luxury shoes are going vegan](#)

It's no secret that vegan food products are a massive growth market. Even the U.S.' largest meat producer is jumping on the plant-based protein bandwagon. But the food industry isn't the only area in which animal-free items are becoming in vogue, says Forbes.

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[Keep calm and carry on shopping for luxury goods, say Chinese millennials](#)

While China's economic growth is expected to slow down next year, at least one part of its population will not be worrying and plans to carry on shopping, especially for luxury goods, according to a recent survey, per South China Morning Post.

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[Audi will dissolve task force set up amid VW's diesel scandal](#)

Audi will dissolve the task force it set up to investigate how many of its diesel cars have "defeat" devices designed to cheat official tests of NOx emissions, CEO Rupert Stadler said, according to Automotive News.

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[Balmain features \\$40K baseball jacket in debut men's pre-collection](#)

Developing daywear may be on the agenda at Balmain as part of the house's growth strategy under its new chief

executive officer, Massimo Piombini, but there's no letting go of the glitz. Case in point a crystal embroidered baseball jacket priced at around \$40,000 that hangs in the "couture" section of the brand's first men's pre-collection, reports WWD.

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