

NEWS BRIEFS

Sotheby's, Apple, Louis Vuitton, Mikimoto and Gucci – Live news

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Gucci fall/winter 2017. Image credit: Gucci

By STAFF REPORTS

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[Apple slashes \\$1K iPhone X production for Q1](#)

Following slower-than-expected holiday sales during the holidays, consumer electronics maker Apple plans to reduce production of its iPhone X by 50 percent.

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[Louis Vuitton brings island vibes to traveling pop-up series](#)

French leather goods maker Louis Vuitton is hitting the road to celebrate the second-to-last menswear collection designed by Kim Jones.

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[Mikimoto celebrates 125th anniversary in vintage collection retelling](#)

Japanese jeweler Mikimoto is reflecting on its history to look into the future as the brand celebrates 125 years of cultured pearls.

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[Gucci notes Web traffic, organic search gains in 2017](#)

Kering-owned fashion house Gucci had a banner year in 2017 due to increased traffic and engagement rates online.

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