

NEWS BRIEFS

## YouTube, Azzedine Alaa, Htel Ritz Paris and Marc Jacobs – News briefs

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*Azzedine Alaa backstage with models at the presentation of the autumn/winter 2017-18 couture collection. Image credit: Azzedine Alaa*

By STAFF REPORTS

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Today in luxury:

### [Is fashion paying enough attention to YouTube?](#)

Nearly 13 years ago, Chad Hurley, Steve Chen and Jawed Karim launched a web site that would flip the zeitgeist on its head. YouTube, home to viral videos and the vloggers that make them, is one of the most powerful players in the digital sphere today, and it's just getting started, reports WWD.

[Click here to read the entire article on WWD](#)

### [Azzedine Alaa: The final interview](#)

Shortly before his death at the end of last year, Azzedine Alaa gave Vogue his final interview telling Tim Blanks about the world he created and his 30-year friendship with Naomi Campbell, per British Vogue.

[Click here to read the entire article on British Vogue](#)

### [Putting on the Ritz: Paris hotel auctions its luxury pieces](#)

Fancy a little glamour for the old homestead? From bathtubs to beds, decorative sofas to minibars, Paris's glitzy Ritz hotel is auctioning off some 10,000 pieces of furniture and decorative objects emblematic of the luxury it offers its wealthy clients, says The AP.

[Click here to read the entire article from The AP](#)

### [Marc Jacobs hires new designer for lower-priced product push](#)

LVMH has tapped Baja East's John Targon to lead the company's contemporary team. What does this mean for Marc Jacobs – the brand and the man? asks Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

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