

NEWS BRIEFS

Tiffany, Chanel, social media and gold – News briefs

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Tiffany's blue box. Image credit: Tiffany & Co.

By STAFF REPORTS

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Today in luxury:

[The secret inside Tiffany's blue box: Reed Krakoff](#)

Shortly after taking the design reins at Tiffany in February 2017, Reed Krakoff discovered an archival photo of a tin can in a whimsical '60s Tiffany window display—possibly a playful reference to Andy Warhol's famed Campbell's soup lithographs, says the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[Chanel to unveil capsule ski and swimwear collections](#)

As if designing six collections a year were not enough, Karl Lagerfeld is adding two new capsule lines to Chanel's ready-to-wear offer: Coco Neige and Coco Beach, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Social media becomes a little more fashionable](#)

Want to get a sense about how your favorite luxury brand is likely to do a few months from now? Take a look at the likes on its social media accounts, per Bloomberg.

[Click here to watch the video on Bloomberg](#)

[As good as \(ethical\) gold](#)

Jeweler brands are waking up to the human and environmental cost of mining gold. But sourcing it sustainably isn't easy, according to the Financial Times.

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

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