

NEWS BRIEFS

Swatch, BMW, luxury brands and Chanel – News briefs

July 20, 2018



Omega Speedster. Image credit: Bloomberg

By STAFF REPORTS

Please be aware the clippings below may require a paid subscription to the listed media outlet to read an article in full.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Today in luxury:

[Swatch CEO boosts hiring, inventory to keep up with watch demand](#)

Swatch Group AG, the largest Swiss watchmaker, is boosting headcount and inventory to record levels to keep up with accelerating demand across its portfolio of 18 brands, says Bloomberg.

[Click here to read the entire story on Bloomberg](#)

[Tariffs imperil a hometown business in South Carolina: BMW](#)

The automaker became the No. 1 exporter of American-made cars, transforming Spartanburg. Now it is weighing the impact of an escalation of the trade fight, says NYTimes.

[Click here to read the entire story on NYTimes](#)

[Luxury brands prefer to burn millions of dollars' worth of clothes to letting "wrong" shoppers buy them at discount](#)

High-end clothing manufacturer Burberry burned \$37.8 million of unwanted products last year, sparking environmental concerns from its shareholders and a debate over the wastage by luxury brands, says Newsweek.

[Click here to read the entire story on Newsweek](#)

[Chanel sponsors restoration of sixties film featuring costumes by Gabrielle Chanel](#)

Chanel has sponsored the restoration of Alain Resnais' 1961 masterpiece, "Last Year at Marienbad," starring Delphine Seyrig in a series of dresses designed by Coco Chanel, says Women's Wear Daily.

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

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.