

NEWS BRIEFS

## Luxury stocks, Chanel, Herms and fine wine – News briefs

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*Chanel balances exclusivity and inclusivity. Image credit: Chanel*

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By STAFF REPORTS

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Today in luxury:

**Luxury stocks are looking expensive even without a trade war**

"I cannot produce cognac in Texas," Luca Marotta, chief financial officer of Remy Cointreau, told investors on a Friday call to discuss last quarter's sales. President Donald Trump's trade threats are on the mind of every exporter, but the more worrisome trend for French luxury groups is the falling Chinese currency, reports the Wall Street Journal.

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

**The paradox that makes Chanel a powerhouse**

Chanel is simultaneously among the most exclusive and most accessible luxury fashion labels of all, a strategy that has made it by far the world's largest luxury megabrand in retail equivalent terms, per Business of Fashion.

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

**Herms cuts prices in China, along with luxury peers**

Prompted by a reduction in import tariffs to goods entering China, the leather goods house is lowering prices by around 4 percent in the country, according to Women's Wear Daily.

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**Investing in fine wine is more lucrative than ever**

Buying rare wines is like investing in a startup: You need 10 years of runway to see significant returns. But unlike a

startup, wine is a lot more lucrative these days.

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

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