

NEWS BRIEFS

MSC Cruises, Patek Philippe, Richemont and Europe's luxury brands – News briefs

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MSC Cruises. Image credit: Bernard Biger

By STAFF REPORTS

Today in luxury:

[Fast-growing MSC Cruises reveals plans for a new "ultra-luxury" division](#)

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The battle for well-heeled cruisers is about to heat up. Fast-growing MSC Cruises on Thursday revealed plans to add a new "ultra-luxury" division that will compete in the space currently dominated by such lines as Silversea Cruises, Seabourn Cruise Line and Regent Seven Seas Cruises, according to USA Today.

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

[Patek Philippe says Chinese demand still rising](#)

President Thierry Stern said the Chinese were likely buying more at home due to worries about issues such as stricter border controls, says Business of Fashion.

[Please click here to read the entire story on Business of Fashion](#)

[Richemont joins Lafayette Plug and Play start-up accelerator](#)

Compagnie Financière Richemont has signed up as a corporate partner to Lafayette Plug and Play, the Paris-based start-up accelerator program set up by Galeries Lafayette, adding its stable of luxury brands to the entrepreneurial pursuit, reports WWD.

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[Europe's biggest luxury brands are nervous about China](#)

Under the stained glass dome of the Galeries Lafayette department store in central Paris, Chinese shoppers form an orderly line outside the Louis Vuitton boutique for their turn to pick up a coveted monogram canvas bag. Next door at Printemps, shop windows are plastered with promotions for Golden Week, Oct. 1 to Oct. 7 this year, when more than 6 million Chinese travel abroad and lay out billions of euros for luxury indulgence, per Bloomberg.

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

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