

NEWS BRIEFS

## BH Movement, Barneys, Tom Ford and China luxury buying – News briefs

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*Image credit: BHMovement*

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By STAFF REPORTS

### [Meet BH movement, the luxury brand bringing diamonds to streetwear basics](#)

Nowadays, there is cachet to looking casual. Take a look at some of buzziest celebrities that millennials are eyeing Justin Bieber, Tyga and Hailey Baldwin and you will see that their attire is pared down, almost basic in appearance. And yet, upon further inspection, their distressed denim, oversized pullovers and white T-shirts are worth more than most gowns and suits, usually reaching the six-figure range, says Forbes.

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### [Barneys' Vitale talks partnerships, brick-and-mortar and the drop](#)

Though Barneys has been aggressively building its online business, the luxury retailer is not about to neglect its brick-and-mortar operations, according to Women's Wear Daily.

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### [How Tom Ford built his beauty empire](#)

No one knows this better than Tom Ford, who released "Fucking Fabulous," an eau de parfum, during his spring 2018 runway show during New York Fashion Week last year. What was intended as a gimmicky, limited-edition scent went viral. A projected \$400,000 in sales turned into \$25 million, and the eau de parfum is now permanently part of the brand's Private Blend collection of fragrances, per Business of Fashion.

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### [Is China's buying binge over? Follow Gucci's sparkle dad sneakers](#)

When Burberry Group Plc revealed its collection at London Fashion Week last month, one thing stood out even more than designer Riccardo Tisci's new creations: how many of the show-goers were wearing Gucci loafers. Smart and flat, they were the footwear of choice for scurrying from show to show, reports Bloomberg.

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

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