

NEWS BRIEFS

## Tiffany, Tesla, Balmain, Reebonz, #10YearChallenge and Luxury Institute – Live news

January 22, 2019



*Zoe Kravitz for Tiffany's holiday campaign. Image courtesy of Tiffany & Co.*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 18:

[Balmain seeks to modernize fashion with streaming, AR app](#)

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French fashion house Balmain is making its brand more accessible and inclusive with the launch of a mobile application that will offer augmented reality experiences and live-streamed runway shows.

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[Tesla reduces workforce in bid for more affordable Model 3](#)

Electric automaker Tesla is cutting its full-time staff by 7 percent in an effort to make its entry-level Model 3 more accessible.

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[Luxury leverages #10YearChallenge for heritage display](#)

A number of luxury brands have taken on a social media challenge to post a 10-year-old photo, turning the trending topic into a means to discuss their consistency.

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[Reebonz plans to enhance circular luxury with blockchain](#)

Southeast Asian luxury marketplace Reebonz is looking to more easily authenticate pre-owned goods with blockchain, tapping into the technology's traceability.

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### [Lowered tourist spend dents Tiffany's holiday sales](#)

Despite double-digit growth in mainland China during the holiday season, U.S. jeweler Tiffany & Co.'s global sales declined during the important shopping period.

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### [Luxury personalities "living in the future": Luxury Institute CEO](#)

NEW YORK Forward-thinking executives and researchers can have a significant impact on the luxury industry as heritage and other high-end brands look to expand their customer base during this competitive era.

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