

NEWS BRIEFS

Day's wrap: LVMH, Tiffany, Fosun, Rolex, Audi and Gemfields

February 25, 2019



The Tiffany Diamond as worn by Lady Gaga. Image courtesy of Tiffany & Co.

By STAFF REPORTS

Luxury Daily's live news from Feb. 25:

[Gemfields invests \\$15M in ruby sort house](#)

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Colored-gemstone miner Gemfields is looking to ramp up availability of its rubies through a new sort house in Mozambique.

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[Rolex fetes film ties in Oscars spots](#)

Swiss watchmaker Rolex is looking to inspire the next generation of filmmakers with a commercial timed to the Academy Awards.

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[LVMH Prize draws record applicants](#)

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton has seen more than 1,700 applicants for this year's Prize for Young Designers.

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[Tiffany breaks out historic diamond for red carpet moment](#)

Jeweler Tiffany & Co. lent performer and brand ambassador Lady Gaga its eponymous 128.54-carat yellow diamond for her appearance at the 91st Academy Awards on Sunday.

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[Fosun Fashion Group launches company to help brands expand in China](#)

Lanvin and Caruso owner Fosun Fashion Group is aiming to help apparel and accessories brands expand in China

with the launch of a new brand management company.

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[Audi showcases sports car's style in comparative campaign](#)

German automaker Audi is personifying its new RS5 Sportback in a short that showcases the car's sporty yet stylish appeal.

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