

NEWS BRIEFS

## Fake diamonds, Gucci, luxury travel and Alibaba – News briefs

May 29, 2019



*Producers of natural diamonds push back against the idea that synthetic diamonds are indistinguishable from the real thing. Image credit: DPA*

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By STAFF REPORTS

Today in luxury:

[Fake diamond alert: Do not call lab-made, synthetic gems real, FTC warns](#)

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The Federal Trade Commission is ticked off at jewelers who are calling their glittery wares as "eco-friendly" and "sustainable" and misrepresenting simulated diamonds as lab-created or mined ones or lab-created diamonds as mined stones, says USA Today.

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

[Alessandro Michele on Gucci's cruise 2020 collection, freedom and social media](#)

The designer's Gucci Cruise 2020 collection to be shown on Tuesday evening at the Capitolini Museums in Rome is a "hymn to freedom" that will allow him to express his belief in the idea of self-determination and gender equality, says WWD.

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

[Why luxury travel purveyors should pay attention to Generation Z](#)

According to Digital Tourism Think Tank, Generation Z will account for 40 percent of all consumers by 2020. Of course, a lot of them won't have a heck of a lot of money to spend, given that the oldest of the lot have just reached their 20s. (The inception of Gen Z seems to be a matter of debate, with start dates ranging from 1995 to 2000.) Even so, while they are young and mostly poor they are having a big impact on luxury travel, says Skift.

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

[Alibaba plans bumper \\$20B HK listing to boost investment war chest: sources](#)

Alibaba is considering raising as much as \$20 billion through a listing in Hong Kong, people familiar with the matter told Reuters, lining up a second blockbuster deal following its 2014 record \$25 billion float in New York, says

Reuters.

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

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