

NEWS BRIEFS

## Jimmy Choo, airport retail, Tamara Mellon and Elon Musk – News briefs

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*Jimmy Choo is working towards being a billion-dollar brand. Image credit: Jimmy Choo*

By STAFF REPORTS

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Today in luxury:

[Jimmy Choo begins its billion dollar journey, in crystal stud sneakers](#)

Jimmy Choo's journey to billionaire brand has begun in earnest and the road ahead is paved with strappy sandals, crystal-studded sneakers and a collection of day bags bearing the first new JC logo in more than two decades, says Women's Wear Daily.

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[Forget the mall, shoppers are buying Gucci at airports](#)

Makers of luxury goods from liquor to perfume think they have found the antidote to the fading American shopping mall: airport terminals, according to the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[With \\$50M in fresh funding, Tamara Mellon aims for disruption](#)

When designer Tamara Mellon founded her namesake line in 2013, she touted a "see-now, buy-now" model and even convinced multi-brand retailers to follow her seasonless schedule. But the experiment failed, and by 2015 the company announced that it would file for Chapter 11 bankruptcy protection in the United States in order to restructure, reports Business of Fashion.

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[Elon Musk is still on Twitter after saying he "just deleted" his account](#)

Less than two months after resolving a legal dispute with federal regulators, Elon Musk announced Monday that he'd deleted his Twitter account after his tweets generated a new controversy, reports the Washington Post.

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