

NEWS BRIEFS

China, tariffs, fashion vendors and expedition marketing – News briefs

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Tenzing Norgay in 1953 and Jamling Tenzing Norgay in 2019, both wearing Bally. Image credit: Bally

By STAFF REPORTS

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Brands need to learn from Versace, Givenchy and Coach's mistake and be politically sensitive toward the world's biggest luxury market, says Women's Wear Daily.

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[US to delay some China tariffs until stores stock up for holiday shoppers](#)

The Trump administration on Tuesday narrowed the list of Chinese products it plans to impose new tariffs on as of Sept. 1, delaying levies on cellphones, laptop computers, toys and other goods to spare shoppers from higher prices during the back-to-school and holiday seasons. Stocks soared on the news, according to The New York Times.

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[As Barneys struggles, fashion vendors try on alternative channels](#)

When fashion label Prada started demanding greater control over shop floor arrangements in US department stores, Barneys New York, now mired in bankruptcy proceedings, was one of the few with enough swagger to resist, reports Business of Fashion.

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Top luxury brands have been compelled to look beyond traditional advertising driven in part by consumers' desire

for companies with a sense of mission, per The Wall Street Journal.

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