

NEWS BRIEFS

Versace, Richemont, Meissen, Moncler and Baccarat – News briefs

November 11, 2019



Smart move: Moncler House of Genius. Image courtesy of Moncler. Photo credit: Vanessa Beecroft

By STAFF REPORTS

Luxury Daily's live news from Nov. 8:

[Versace, in familiar nod to Americana, places Cruise 2020 campaign in Wild West](#)

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In this exploration of Western tropes through a European point of view, the short film shows two outlaws eyeing a truck that carries the entire Versace Cruise 2020 Collection.

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[Richemont's H1 sales up 9pc, led by jewelers and digital retail](#)

Despite a challenging environment in Hong Kong, Swiss luxury group Richemont achieved sales growth for the first half of its fiscal year.

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[Storied porcelain maker Meissen in capsule collection with Boss](#)

Meissen x Boss is the first time the two German brands have collaborated.

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[Moncler localizes House of Genius pop-ups with culture, shopping mix](#)

The Moncler House of Genius temporary concept store has popped up in Milan, Paris and Tokyo. The stores will have a series of live events and creative sessions with brand ambassadors.

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[Baccarat, looking East, exhibits 400-piece private collection in China](#)

The exhibition comes two-and-a-half years after Chinese investment firm Fortune Fountain Capital Ltd. bought Baccarat from its private equity owners for \$184 million.

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