

NEWS BRIEFS

Bulgari, creative directors, private jets and yachts – News briefs

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Bulgari has a new watch atelier. Image credit: Bulgari

By STAFF REPORTS

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Today in luxury:

[Bulgari unveils new watch atelier](#)

Bulgari on Friday inaugurated its new integrated case, bracelet and dial production facility in Saignelgier, Jura, in the Swiss watchmaking hub, reports Women's Wear Daily.

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[What luxury fashion brands want in a creative director](#)

Headhunters are looking for candidates who can tap into the cultural zeitgeist and establish a brand vision that translates globally, says Vogue Business.

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[Luxury hotel group enters private jet wars](#)

For many years, the luxury travel sector has been undergoing a bit of an arms race, says CNN.

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[Super rich rethink buying yachts in uncertain economy](#)

Even the ultra-wealthy can get skittish about dropping \$50 million on a boat, so superyacht salesmen like Thom Conboy are having to do more hand-holding these days. A checklist of global challenges including the U.S. trade war with China, a messy Brexit and Germany teetering on recession has been weighing down sales, according to Bloomberg.

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