

NEWS BRIEFS

## Secoo, Wealth-X, Tiffany, Burberry and Christie's – Live news

December 12, 2019



Rixue Li, founder/CEO of Secoo Group, with Juan Cao of the Chinese Academy of Sciences, at the Dec. 11 launch of the Global Luxury Consumption Alliance. Image credit: Secoo

By STAFF REPORTS

Luxury Daily's Live news from Dec. 11:

### [China's Secoo takes next step with Ultrain in blockchain-led luxury goods authentication](#)

Secoo and Ultrain have formed the Global Luxury Consumption Alliance to tackle circulation of fake luxury goods in the Chinese market, while leaving a digital trail of authenticity for the real stuff.

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### [Wealth-X database adds 130K records of wealthy Western Europeans](#)

The company, which researches the affluent and super-wealthy, has seen a 350 percent increase in its ultra-high-net-worth and very-high-net-worth European records.

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### [Tiffany's Blue Box Caf enters Mainland China in renovated Shanghai Tiffany store](#)

Restaurants within flagships and larger department stores are key attractions to consumers seeking unique dining experiences that reward shopping trips. In Tiffany's case, the Blue Box Caf is turning into a significant visual metaphor for the jewelry brand.

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### [Burberry's "What is Love" campaign extends to Google Lens pop-up experience in London](#)

Scanning one of the Burberry glass boxes with the Google Lens app will let users see an aerial live feed of themselves on their phone, captured by a camera suspended more than 100 feet above them.

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### [Christie's Supreme, luxury handbag sale fetches more than \\$2M](#)

Further solidifying streetwear's place in high-fashion, auction house Christie's "Handbags x Hype" sale saw an

Hermes Birkin bag and a Supreme x Louis Vuitton trunk tie for the most expensive lots.

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