

NEWS BRIEFS

Day's wrap: Net-A-Porter's Net Sustain, Versace, Graff, San Francisco fur ban lawsuit and Ulysse Nardin

January 13, 2020

**THE SIMPLE FACT IS:
THE GLOBAL FUR TRADE IS
VALUED AT MORE THAN \$40BN**

Fur is a big business worldwide, although under tremendous pressure from activists and PETA. Image credit: Fur Information Council of America

By STAFF REPORTS

Luxury Daily's live news from Jan. 13:

[Net-A-Porter adds beauty to its Net Sustain platform](#)

Online retailer Net-A-Porter has expanded its Net Sustain program to 100 brands including 27 beauty and 45 new fashion labels as it makes a serious push toward sustainable offerings.

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[Versace blends fashion and tech in new campaign starring Jennifer Lopez](#)

Photographed by renowned duo Mert Alas and Marcus Piggott, the campaign is a blur of private and public life in a photo essay of the Internet and its role in uncensored expression and self-love.

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[Graff names Marc Hruschka to US CEO with modernizing mandate](#)

Mr. Hruschka joins Graff as the jeweler enters its 60th year and following the unveiling of a record-breaking diamond, the Graff Lesedi La Rona, a 302-carat gem and the largest square-emerald-cut diamond in the world.

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[Lawsuit filed to overturn San Francisco's ban on fur](#)

The International Fur Federation has challenged San Francisco's ban on the sale of new fur and fur-trimmed coats.

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[Kering's Ulysse Nardin is first watchmaker to offer blockchain authentication for all timepieces](#)

Each Ulysse Nardin watch will have its own digital fingerprint as part of this blockchain certification. It is the first luxury watchmaker to deploy blockchain certification across all of its collections.

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[How will luxury perform in 2020?](#)

The luxury business is in for tremendous upheaval in 2020. Register now for Luxury Daily's 8th annual Luxury FirstLook 2020 conference in New York Jan. 15. Speakers include senior execs from Chanel, Kering, Pernod-Ricard, Boston Consulting Group, UBS, LVMH's Starboard, Meredith Luxury, Blade, Mitchells Stores, McCann Truth Central, Isobar, Adweek, Shullman Research Center, Digital Luxury Group, Klarna, Shanker Inc. and Resonance.

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