

NEWS BRIEFS

Balenciaga, Swarovski, Jean-Claude Biver and short-term Super Bowl rentals – News briefs

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Balenciaga is bringing back its couture collections. Image credit: Balenciaga

By STAFF REPORTS

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Today in luxury:

[Balenciaga is returning to haute couture](#)

Now this is something to get the front rows at today's Paris haute couture shows talking: Balenciaga, which hasn't produced a couture collection since Cristbal Balenciaga himself shuttered his atelier in 1968, is returning to couture. Artistic director Demna Gvasalia's couture debut will take place in July for the fall 2020 season, according to Vogue.

[Click here to read the entire article on Vogue](#)

[Swarovski to launch lab-grown colored diamonds](#)

Swarovski is launching a new kind of lab-grown diamonds ones with colors, per Women's Wear Daily.

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[Jean-Claude Biver, the godfather of modern watchmaking, on resale, smartwatches and the future](#)

Jean-Claude Biver is still banging the table. Now 71, the man many credit with re-energizing the luxury watch industry over the last 30 years has lost little of his zeal, even if it's no longer delivered with the same executive ferocity it once was, says Robb Report.

[Click here to read the entire article on Robb Report](#)

[Miami condo owners wager on \\$40K-a-night Super Bowl rentals](#)

Jennifer Restrepo circled Super Bowl weekend on her calendar and decided to make a bet. Restrepo, who manages

short-term rentals for Miami condo owners, kept her listings quiet as she gauged demand and watched competitors set prices. Now, she's blasting out Facebook and Instagram ads that position her beachfront units as the perfect base to mingle with celebrities and athletes in one of the world's top party cities, reports Bloomberg.

[Click here to read the entire article on Bloomberg](#)

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