

NEWS BRIEFS

Alfa Romeo, Clergerie, Michelin, Apple Watch and Burberry

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Burberry's structured TB bag was reimagined for 2020 Chinese Lunar New Year in vibrant shades of red a symbol of joy, vitality and prosperity in China complete with its Thomas Burberry Monogram clasp. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

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[Italy's Alfa Romeo to mark 110th year with celebrations, new logo](#)

Alfa Romeo joins the ranks of surviving storied luxury automakers such as Rolls-Royce Motor Cars, Bentley Motors, BMW, Aston Martin and Audi in the century-plus club.

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[French brands Clergerie and Michelin marry shoemaking with tech for sole](#)

French footwear maker Clergerie has partnered with fellow countryman and tire giant Michelin to launch a new collection with a sole that is more ergonomic.

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[Swiss brands losing smartwatch war to Apple Watch, which outsold entire industry last year](#)

The ascendance of the Apple Watch may very well shake the foundations of the entire Swiss watch industry, if younger affluent consumers view the timepiece as a digital tool to support their lifestyle and not as an investment or collecting hobby.

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[Burberry lowers outlook over store closures in China due to coronavirus](#)

Burberry has closed 24 of its 64 stores in mainland China and the remaining shops have cut hours and see major declines in traffic, having a negative impact on the British fashion label's retail sales in the coronavirus-plagued country and its Hong Kong special administrative region. There was no word on the fate of Burberry's fall-winter 2020 show, set to be presented April 23 in Shanghai.

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