

NEWS BRIEFS

## Swatch Group, Nars and Barneys – News briefs

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By STAFF REPORTS

Today in luxury marketing:

### [Swatch Group sales soar despite weaker China luxury demand](#)

Booming demand for watches in China is more than offsetting a slight cooling at the top end of that market, world No. 1 watchmaker Swatch Group – which owns Breguet, Tiffany & Co., Blancpain and Omega – said on Tuesday, July 25 as it stuck to a forecast for record annual sales, Reuters reports.

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### [Nars to launch new skin care line](#)

Perhaps best known for his wearable color cosmetics and their imaginative names, François Nars feels strongly that even the best shades cannot hide neglected skin, according to WWD.

[Click here to read the entire story on WWD](#)

### [Small Luxury Hotels of the World adds 13 properties to its collection](#)

Last week, SLH announced the induction of 13 new hotels into its collection, chosen for exceptional style, service and authentic regional experience, Forbes said.

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[Daniella Vitale becomes Barneys New York's chief operating officer](#)

Ms. Vitale was chief merchant and executive vice-president of women's merchandising and Barneys.com since December 2010, and the company created the new title specifically for her, The Cut reports.

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