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Facebook marketing, Karl Lagerfeld, Schiaparelli and China – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[It has become tragically clear that Facebook chased the wrong business for years](#)

Facebook has always sold ads the old-fashioned way, disguised as something new. Now, as Facebook has begun selling ads in a different, much more lucrative way that others have been doing for years, it feels like Facebook's tactic has put the company years behind schedule, according to Business Insider.

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[Lagerfeld to open Paris boutique](#)

Karl Lagerfeld has a lock on the arty Left Bank, his favorite district of Paris with such legendary haunts as Café de Flore, said WWD.

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[Luxury king reawakens sleeping beauty Schiaparelli](#)

Fresh from the successful re-launch of sleepy French shoemaker Roger Vivier, Italy's king of luxury Tod's Chairman Diego Della Valle is resuscitating Schiaparelli, a fashion brand inspired by Surrealists that has lain dormant since 1954, per Money Control.

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

[As China's luxury market evolves, who is winning and who is losing?](#)

Though China's red-hot luxury market — which has helped the global industry weather tougher times since 2008 — has slowed from high growth-rate estimates in the range of 35 to 40 percent in 2011 to anywhere from 13 to 18 percent this year, the effect of this muted slowdown has been far from uniform for major brands, Jing Daily reports.

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