

NEWS BRIEFS

Crocodile skin, Richemont, LVMH and Ralph Lauren – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Crocodile bites show why your Birkin bag is so expensive](#)

As demand from the world's elite surges for the skins, luxury goods companies from LVMH Louis Vuitton Moët Hennessy to Gucci-owner Kering SA are making acquisitions to secure supply of the beasts, whose habits can make simply collecting their eggs a matter of life and death, Bloomberg reports.

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[Change Capital bids for Richemont's Lancel](#)

Swiss luxury group Richemont is informally looking for potential buyers for its fashion brand Chloe and received a non-binding offer this month from private equity firm Change Capital for leather goods maker Lancel, sources close to the matter said, according to Reuters.

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[LVMH looks to buy, cultivate young designers](#)

LVMH Moët Hennessy Louis Vuitton, faced with a sharp slowdown in one of its oldest brands, is betting on the new, per The Wall Street Journal.

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[Ralph Lauren faces student backlash](#)

Paris art school L'École des Beaux-Arts has been accused of turning its hallowed building into a "venue for socialites," following Ralph Lauren's catwalk event last week, British Vogue reports.

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