

NEWS BRIEFS

## Versace, L'Wren Scott, Graff Diamonds and London luxury – News Briefs

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By STAFF REPORTS

Today in luxury marketing:

### [Versace profits rise 27.6pc](#)

Boosted by gains at both its retail and wholesale channels and growth in all its main markets, Versace posted a 27.6 percent increase in net profits in 2013 reaching 10.9 million euros, or \$14.4 million. This compares with 8.5 million euros , or \$10.8 million in 2012. In the 12 months ended Dec. 31, sales were up 17.2 percent to 479.2 million euros, or \$ 632.5 million, per Women's Wear Daily.

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### [Charity launches L'Wren Scott award](#)

A fashion award has been created in L'Wren Scott's name, to celebrate emerging fashion talent, British Vogue reports.

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

### [So this is what a \\$55M watch looks like](#)

Ever wonder what a \$55 million watch looks like? Here's a clue: It's laced with diamonds. Graff Diamonds CEO Francois Graff gives Bloomberg a sneak peek.

[Click here to watch the video on Bloomberg](#)

[Is London's luxury ground-zero under threat?](#)

London's Mayfair continues to attract large numbers of high-net-worth individuals from around the world and the luxury brands that court them. But there are concerns in some quarters that the area's high-end hipness is threatening the very characteristics that made it desirable in the first place, according to The Business of Fashion.

[Click here to read the entire article on The Business of Fashion](#)

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