

Luxury Roundtable

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MARKETING

Headlines: Herms, Louis Vuitton, De Beers, wealth tax and China

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*Who are China's top virtual human and why are luxury brands such as Bulgari, Porsche, Este Lauder and Tissot collaborating with them?
Image credit: Weibo*

By STAFF REPORTS

Curated headlines by Luxury Roundtable

We bring you the latest headlines in luxury to save you time. Please note that most sources are behind paywalls.

[Why Herms is betting bigger on beauty](#)

The French luxury house builds on its success in beauty a growth category for the company with new expansion in color cosmetics. (The Wall Street Journal)

[Louis Vuitton lands on Discord](#)

The luxury house will use the social platform to expand its relationship with its digital community, including NFT holders, who will have the opportunity to weigh in on brand decision-making. (Vogue Business)

[Why new celebrity fragrances keep coming](#)

Despite stiff competition, shifting consumer behaviour means there's still money to be made from new fragrance launches. Victoria Beckham, Harry Styles and Millie Bobby Brown are among those embracing the opportunity. (Vogue Business)

[Are luxury's biggest brands inflating away their emissions?](#)

Soaring luxury goods prices have boosted turnover at companies like LVMH and Kering, helping them to report reductions in their emissions intensity' the volume of planet-warming gases released relative to revenue. (Business of Fashion)

The affluent Chinese tourist post-pandemic: What's changed and how is luxury hospitality adapting?

A report by Finn Partners titled the "Outbound Rebound: The Return of Chinese Travelers" states that "**seven out of 10 people** favor "a slow-paced leisure experience that offers a sense of authenticity and exclusivity rather than an itinerary jam-packed with activities." (Jing Daily)

From Prada and Porsche, to Tissot and Tesla: Brands collaborate with virtual humans in China

Hot on the heels of AI developments, Chinese tech giants like Baidu and Tencent are self-developing platforms to facilitate the creation of more virtual humans. (Jing Daily)

Are diamonds dead in China? De Beers doesn't think so

With marriage rates hitting **a record low** and young consumers increasingly **committing to a solo lifestyle**, are diamonds still a girl's (and guy's) best friend in China? (Jing Daily)

From Riyadh to Milan: Saudi designers ready to take fashion world by storm

After a successful stop at July's Paris Haute Couture Week, Saudi 100 Brands landed in Milan. (Jing Daily)

French billionaire Xavier Niel to invest 200 million in artificial intelligence

Projects include cloud supercomputer, Paris research centre and annual conference. (Financial Times)

What happened to the wealth tax?

Proposals have struggled politically but some economists say the idea is due a resurgence. (Financial Times)

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