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MARKETING

Headlines: LVMH, China offensive attire, Japanese suppliers, quiet luxury, ChatGPT

October 10, 2023



China has proposed a law that would ban clothing that "hurts the feelings of the Chinese nation." Should brands start treading lightly? Image credit: Shutterstock

By STAFF REPORTS

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[Sales slow at Louis Vuitton's owner as China sputters](#)

Luxury-goods retailer struggled to lure Chinese consumers back to its stores. (The Wall Street Journal)

[Why brands need to pay attention to China's proposed ban on offensive attire'](#)

In China, clothing that is considered "offensive" may soon incur charges, if not detainment, for their wearers. (Jing Daily)

[How Quiet Luxury is impacting engagement ring preferences](#)

The fashion trend focusing on minimal, timeless designs is spurring more interest in subdued engagement ring styles. (WWD)

[Inside the big business of styling athletes](#)

NBA stars and footballers are leaning on a network of powerful style consultants to help shape their personal brands outside of their day jobs, laying the groundwork for lucrative brand deals. (The Business of Fashion)

[Why luxury giants are obsessed with small Japanese suppliers](#)

Companies like LVMH, Herms and Gucci are strengthening ties with Japan's artisanal producers to tap exclusive materials and ancient techniques. (The Business of Fashion)

[ChatGPT can now predict fashion and beauty trends](#)

The former Google Trends researchers behind AI firm Spate have tested a new way to predict and analyse consumer trends using ChatGPT, including exclusive insights into how fashion and beauty can tap into the impending zeitgeist. (Vogue Business)

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