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MARKETING

Headlines: Herms, China's daigou, Dubai, Sephora

October 17, 2023



The grey market in China might be the biggest potential threat to luxury brands in the next five years. Image credit: Xiaohongshu screenshot

By STAFF REPORTS

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[Is there a solution to China's \\$81 billion daigou' gray market?](#)

Daigou should be thought of less as an army of individuals, rather they have become big organizations able to make money through razor-thin margins at scale. (Jing Daily)

[Why did Sephora choose Wuhan to open its world's third Store of the Future?](#)

The 700-square-meter boutique offers a fully digitized and AI-based experience, similar to the company's Store of the Future in Shanghai. (Jing Daily)

[Fashion's craftsmanship challenge](#)

Facing mass retirement from their aging artisanal workforce, brands and makers are working to gain and hold the attention of the next generation of pattern makers, tailors and more. (The Business of Fashion)

[Herms debuts new makeup categories](#)

Herms has added mascara, eyeshadow and makeup brushes to its growing lineup of cosmetics. (The Business of Fashion)

[Can Dubai become a global fashion capital?](#)

The city wants to sit alongside the big four fashion weeks as a globally important player. For now, it remains a regional event but local industry stakeholders are optimistic about the future. (Vogue Business)

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