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MARKETING

Headlines: China pre-owned watch market, Graydon Carter's Air Mail, social media, Bernard Arnault

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The secondary luxury watch market in China is set to grow faster than other mature markets, analysts say. Image credit: WatchBox

By STAFF REPORTS

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

[Time to shine: The bright future of China's pre-owned luxury watch market](#)

According to a white paper titled *Pre-owned Luxury Watches in China: The Time Is Now* released by Re-Hub, "it is only a matter of time before the penetration of pre-owned luxury goods and in specific, timepieces, see a significant boom in China." (Jing Daily)

[Graydon Carter's Air Mail set to launch style vertical](#)

The latest spinoff will be edited by former Vanity Fair creative director Jessica Diehl and follows the launch of Air Mail Look earlier this year. (WWD)

[How much would social media users pay to avoid ads?](#)

Meta is reportedly planning to offer European users the option to pay a fee for an ad-free feed. TikTok is currently testing a similar subscription. Should brands be prepping to pivot their ad strategies? (Vogue Business)

[Bernard Arnault loses his slot as the world's second-richest man to Jeff Bezos as LVMH stock slips](#)

LVMH founder Bernard Arnault is no longer the world's second-richest person, with his total wealth falling below Jeff Bezos' net worth amid signs of a slowdown in demand for luxury goods. (The Business of Fashion)

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