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MARKETING

Headlines: LVMH, Gucci, metaverse, Farfetch, Aspen, Instagram, Chinese social media

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Gen Z consumers are moving from traditional games to user-generated content games such as Roblox. LVMH, Gucci and Balenciaga lead the pack for luxury activations on these gaming platforms. Image credit: LVMH

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.

[Games are the social networks of the future': LVMH and Gucci have taken note](#)

Today's Gen Z consumers are shifting from traditional games to user-generated content (UGC) games like [Roblox](#) and Fortnite. (Jing Daily)

[Luxury fashion has a problem with women](#)

Just a look at the major [runways](#) in Paris, Milan and London this past season, and you'd be hard-pressed to find many "women dressing women" these days. Instead, the majority of creative directors at the helm of top womenswear brands are, in fact, men. (Jing Daily)

[Exclusive: Which brands are winning on Chinese social media, and why](#)

Dior emerged as the clear winner across Chinese social media in the third quarter of 2023. (Jing Daily)

[Why Farfetch's problems are fashion's problems](#)

EU regulators are expected to give the go-ahead for Richemont to spin-off Yoox Net-a-Porter in a joint venture with rival Farfetch. But in the 14 months since the deal was announced, Farfetch has lost 90 percent of its market value with significant implications for the transaction and the wider fashion ecosystem. (The Business of Fashion)

[Despite ban, Instagram wields big influence in China](#)

A new report from Launchmetrics and Lyst found that Instagram leads in media impact value globally even where it's not widely accessible. How does it stay relevant? (Vogue Business)

[Record sales and off-market trades: Why Aspen's luxury market seems unstoppable](#)

Deals for homes priced at \$30 million and above have increased exponentially since 2020, thanks to tight inventory and building restrictions. (The Wall Street Journal)

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