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MARKETING

Headlines: Zegna, Farfetch, Bremont, Diwali, fashion weeks

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Zegna's Artistic Director talks cashmere, culture and collaboration with the brand's latest drop alongside Californian label The Elder Statesman. Image credit: Zegna

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.

[Beyond fine': Seize the moment or fade in luxury](#)

At first glance, luxury hospitality seems like the epitome of luxury experiences: stunning architecture meets high-end interior design in the most beautiful locations around the world. (Jing Daily)

[Alessandro Sartori on luxury in China and Zegna's collab with The Elder Statesman](#)

When Italian luxury menswear giant Ermenegildo Zegna announced a collaboration with The Elder Statesman, a niche Californian bastion of bohemian chic, many were surprised. (Jing Daily)

[Could fashion week survive without sponsorships?](#)

Fashion is a \$1.8 trillion industry. But as macro-economic uncertainties continue, fashion weeks are increasingly reliant on large corporations, who sponsor entire weeks, emerging designer shows and transport for attendees. It's a risky game if they pull out. (Vogue Business)

[Navigating Diwali: How luxury brands can shine in the festival of lights](#)

As Diwali gains global prominence, luxury brands are seeking ways to engage with Indian consumers. (Vogue Business)

[Farfetch awaits next great challenge as EU approves YNAP deal](#)

Richemont's agreement to sell a majority stake in Yoox Net-a-porter to Farfetch and Alabbar has overcome its final regulatory hurdle. Now, it's up to the three partners to create fashion's first global, "neutral" platform. (WWD)

[How bad will the luxury slowdown get?](#)

Financial results from Kering and Herms will confirm or counter warning signs about the spending of wealthy consumers. That, plus what else to watch for in the coming week. (The Business of Fashion)

Bremont CEO Davide Cerrato on building adventure watches for sky, land and sea

With the launch of Bremont's revamped Supermarine dive watch collection last week, Davide Cerrato, the U.K. brand's new CEO, offers a taste of the vision he has for Britain's largest watchmaker. (Penta)

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