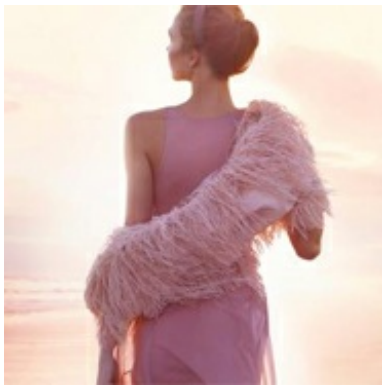


EVENTS/CAUSES

Donna Karan and Ladurée celebrate anniversary with special macaroons

September 5, 2014



Donna Karan spring/summer

By STAFF REPORTS

U.S. label Donna Karan is celebrating its 30th anniversary with French Patisserie Ladurée with a new box of macaroons.

Sign up now

Luxury Daily

The special pastries will be available during New York Fashion Week and through the month of September. The special edition macaroons will likely draw the attention of Ladurée customers to Donna Karan and is likely to direct traffic to the bakery as fashion enthusiasts come to New York during Fashion Week.

A taste of Donna Karan

The limited-edition macaroon box is inspired from the Donna Karan New York autumn/winter 2014 collection.

Macaroons will come in a decorative box representing the New York City skyline with its midnight black color and gold highlights.

Flavors include dark chocolate, vanilla and caramel with salted butter.

Donna Karan has compared the macaroons to its Cashmere collections because it needs

to be enjoyed and savored.



Special edition macaroons

Ladurée's Upper East Side and West Broadway locations will have exclusive window displays and will be selling the special edition macaroons this fall.

Food related events help to direct attention to a brand.

British footwear and accessories label Jimmy Choo is joining up with the Berkeley Hotel in London for the first time on a branded Pret-a-Portea dining experience.

During the afternoon tea, guests will munch on cake and cookie versions of Jimmy Choo handbags and shoes, giving a different way to experience the brand's designs. For Jimmy Choo loyalists and diners generally interested in fashion, these whimsical treats will create a memorable brand moment ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.