

NEWS BRIEFS

## Burberry, Net-A-Porter, Savelli and Kenzo Parfums – Live news

December 22, 2014



*Porter in print and on iPad*

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By STAFF REPORTS

Luxury Daily's live news updates from Dec. 19:

[Kenzo Parfums stops traffic with decorated Flower bus](#)

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Parisian fashion label Kenzo aimed to build awareness for its Flower by Kenzo fragrance by driving around the streets of Paris.

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[Savelli continues work with Gemfields for ruby-encrusted smartphones](#)

Geneva-based smartphone manufacturer Savelli is continuing to connect technology with high-jewelry through the creation of its latest ruby mobile device.

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[Net-A-Porter pushes Porter subscriptions as first anniversary nears](#)

British ecommerce retailer Net-A-Porter is looking to increase circulation for its print publication Porter for the new year through a holiday email blast.

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[Burberry strengthens ties to Asia with Beauty Box concept store](#)

British fashion house Burberry is expanding the footprint of its Beauty Box concept store with an opening in Seoul, South Korea.

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