

NEWS BRIEFS

Armani, Van Cleef & Arpels, Land Rover and Lancôme – Live news

January 15, 2015



Armani spring/summer 2015 runway show

By STAFF REPORTS

Luxury Daily's live news from Jan. 14:

[Land Rover looks back to origins to commemorate Defender's end](#)

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Land Rover is returning to its roots with the launch of a year-long celebration of its Defender vehicle.

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[Le Bon Marché turns post-holiday slump into celebration](#)

LVMH-owned department store Le Bon Marché is keeping up tradition by hosting a winter-themed event in-store.

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[Armani teases beauty line with fashion content](#)

Giorgio Armani Beauty is teasing its first couture makeup collection with a microsite and social video.

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[Lancôme prepares consumers for their close-ups](#)

Beauty marketer Lancôme is promoting its Visionnaire Cx skin care with a social contest that takes a detailed look at skin.

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[Van Cleef & Arpels reinforces artistic ties with ballet sponsorship](#)

Jewelry house Van Cleef & Arpels is returning as sponsor for the School of American Ballet's 2015 Winter Ball for the eighth consecutive year.

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