

NEWS BRIEFS

Wealth-X, Chanel, IWC and Tom Ford – Live news

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Chanel's Misia fragrance

By STAFF REPORTS

Luxury Daily's live news from Feb. 19:

[Wealth-X acquires Ledbury Research to further global growth](#)

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Wealth intelligence firm Wealth-X has acquired market researcher Ledbury Research as part of its strategic expansion as it works to better serve its clients.

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[Chanel consumers meet Misia through fragrance email blast](#)

French fashion house Chanel is introducing a new scent to its artistic Les Exclusifs de Chanel fragrances through an email campaign.

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[IWC creates visual dialogue with enthusiasts via Instagram](#)

Swiss watchmaker IWC Schaffhausen is sharing its cultural icons and encouraging its fans to do the same through a social media contest.

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[Tom Ford relocates runway show to LA to better serve celebrity clientele](#)

U.S. fashion label Tom Ford is looking for a change of scenery from London Fashion Week and plans to hold its runway presentation in Los Angeles on Feb. 20 instead.

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[Bulgari socially documents charitable gala to spur interest in cause](#)

Italian jewelry maison Bulgari tied its star-studded Save the Children charity campaign to a pre-Oscar soiree to heighten awareness for its cause.

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