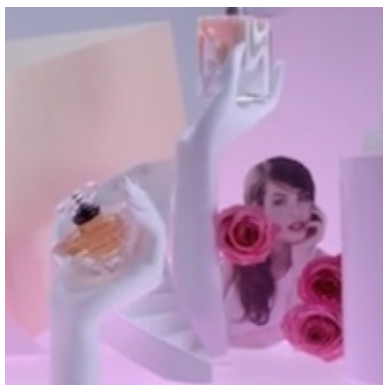


NEWS BRIEFS

## Karl Lagerfeld, Longchamp, Lancôme and Aston Martin – Live news

February 23, 2015



*Video still from Lancôme*

---

By STAFF REPORTS

Luxury Daily's live news from Feb. 20:

[Aston Martin likens vehicle to airplane for teaser](#)



British automaker Aston Martin is giving consumers a preview of its Vulcan model with a short social video.

[Click here to read the entire article](#)

[Lancôme celebrates 80th anniversary with heritage-focused social video](#)

Beauty marketer Lancôme is taking consumers on a tour of its timeline with a pop-up style video.

[Click here to read the entire article](#)

[Longchamp teams with InStyle to reach fashionable New Yorkers](#)

French handbag brand Longchamp is reaching out to New Yorkers during fashion month with sponsored content on Time Inc.'s InStyle magazine.

[Click here to read the entire article](#)

### [Bally brings consumers along for the journey to Hollywood](#)

Swiss apparel and accessories brand Bally is including consumers in its trip to Los Angeles for the Academy Awards, where its briefcase has a starring role.

[Click here to read the entire article](#)

### [Karl Lagerfeld takes on first major Canadian project](#)

Fashion designer Karl Lagerfeld is bringing his signature aesthetic to Canada with the design of two residential spaces.

[Click here to read the entire article](#)

---

© Napean LLC. All rights reserved.

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