

NEWS BRIEFS

Tag Heuer, Chanel, Sentient Jet and Lancôme – Live news

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Chanel's Les Chains eyeshadows

By STAFF REPORTS

Luxury Daily's live news from March 11:

[Tag Heuer meets its “goals” with Henrik Lundqvist ambassadorship](#)

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LVMH-owned watchmaker Tag Heuer is putting Henrik Lundqvist in goal as its latest brand ambassador due to the National Hockey League goaltender’s exemplification of performance and precision.

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[Chanel links beauty, accessories for 2.55 handbag-inspired cosmetics](#)

French fashion house Chanel has reinterpreted its 2.55 handbag in cosmetic form to appeal to both established and aspirational consumers.

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[Tesla to offer test drive opportunity at Mandarin Oriental property](#)

U.S. electric automaker Tesla is inviting guests at the Mandarin Oriental Miami to test

drive its Model S during their stay.

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Sentient Jet supports filmmakers with philanthropy effort

Private aviator Sentient Jet is providing charitable support to young filmmakers through a contest centering around the Tribeca Film Festival

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Lancôme continues fashion crossovers with Versus Versace capsule

Beauty marketer Lancôme has enlisted Versus Versace creative director Anthony Vaccarello to create an exclusive beauty collection.

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