

NEWS BRIEFS

## Moschino, Indonesia, Burberry and Tag Heuer – Live news

June 12, 2015



*Moschino fall/winter 2015 ad campaign image featuring Katy Perry*

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By STAFF REPORTS

Luxury Daily's live news from June 11:

[Burberry pre-launches new handbag in 12 key cities](#)

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British fashion label Burberry is bringing a curated selection of its Bucket Bag to 12 global cities before a wider release in July.

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[Indonesia eliminates luxury tax on most goods](#)

To combat slow growth in its economy and encourage consumers to purchase more merchandise at home, Indonesia has removed the luxury tax on most goods.

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[Swarovski provides immersive viewing of McQueen exhibit through app](#)

Precision-cut crystal maker Swarovski is bringing the current Alexander McQueen retrospective at London's Victoria & Albert Museum to life with augmented reality.

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### [Tag Heuer mirrors brand determination with action sports film](#)

Swiss watchmaker Tag Heuer is celebrating extreme sports by supporting a special-edition of the documentary film series La Nuit de la Glisse.

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### [Moschino boosts celebrity appeal with Katy Perry-fronted fall campaign](#)

Italian fashion label Moschino is taking its relationship with brand friend Katy Perry to a new level, casting the pop star in its fall/winter 2015 advertising campaign.

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