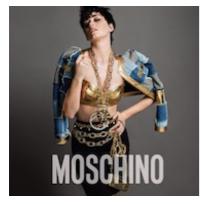


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NEWS BRIEFS

Moschino, Indonesia, Burberry and Tag Heuer – Live news

June 12, 2015



Moschino fall/winter 2015 ad campaign image featuring Katy Perry

By STAFF REPORTS

Luxury Daily's live news from June 11:

Burberry pre-launches new handbag in 12 key cities



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 specialedition 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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