

NEWS BRIEFS

Bang & Olufsen, Selfridges, Gemfields and Audi – Live news

September 14, 2015



Selfridges social media image

By STAFF REPORTS

Luxury Daily's live news updates from Sept. 11:

[Bang & Olufsen offers app update to include Apple Watch connectivity](#)

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Danish audio and video brand Bang & Olufsen is furthering its placement in the wearables space with the release of an Apple Watch application.

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[Selfridges tests subscriptions with Birchbox sample kit](#)

British retailer Selfridges has teamed with subscription sample service Birchbox to create a limited-edition beauty box.

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[Gemfields extends transparency efforts in new emerald operation](#)

Colored-gemstone miner Gemfields has announced its controlling interests in two emerald projects located in Colombia.

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[Audi pokes fun at \\$115K asking price of R8 model](#)

German automaker Audi is helping aspirational consumers manage their wallets to one day afford an R8 model through a comical social video.

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