

NEWS BRIEFS

Holiday advertisements, Burberry, Peninsula and Hublot – Live news

September 21, 2015



Promotional image for Burberry's Snapchat Show

By STAFF REPORTS

Luxury Daily's live news updates from Sept. 18:

[How do luxury advertisers spend their holiday marketing budgets?](#)



During the holiday season, luxury brands and retailers spend an average of 26 percent of their annual marketing budgets, according to new research from the Shullman Research Center and Kantar Media.

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

[Burberry turns to Snapchat for runway show sneak peek](#)

British fashion label Burberry is teaming up with Snapchat to give the platform's users an exclusive first look at its spring/summer 2016 runway collection the night before it debuts.

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[Peninsula Chicago opens doors to public for Korean art exhibit](#)

The Peninsula Chicago is giving the public a rare chance to view Korean art with a lobby

exhibit in collaboration with Pearl Lam Galleries.

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[Hublot begins promotion for 2018 FIFA World Cup with countdown clock](#)

Swiss watchmaker Hublot is drawing attention to its position as official timekeeper and official watch of the FIFA World Cup with the debut of a large scale countdown clock.

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