

NEWS BRIEFS

## Tag Heuer, Mandarin Oriental, Graff and Style.com – Live news

November 11, 2015



*Graff Elements campaign*

By STAFF REPORTS

Luxury Daily's live news from Nov. 10:

[Tag Heuer melds analog with digital for smartwatch debut](#)

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LVMH-owned Tag Heuer has unveiled its smartwatch through a livestream event held on social media after months of anticipation.

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[Mandarin Oriental's latest venture targets South Floridian growth](#)

Mandarin Oriental Hotels & Resorts is embracing the growing trend of extended stay through a new development project in Boca Raton, FL.

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[Graff enlarges shop-in-shop footprint at Harrods](#)

British jeweler Graff Diamonds has expanded its footprint within the Fine Jewelry Room at department store Harrods.

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[Style.com advances as ecommerce player, hires fashion director](#)

As Style.com transforms from editorial to an ecommerce platform, the site has selected Yasmin Sewell as its fashion director.

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[Barneys raffles off exclusive access to Kanye West-designed footwear](#)

Department store chain Barneys New York is attracting additional attention to the Kanye West-designed footwear collection it will soon carry through an online raffle.

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