

NEWS BRIEFS

International Women's Day, Valentino, Lexus and Leading Hotels of the World – Live news

March 9, 2016



Behind-the-scenes with Karen Mok

By STAFF REPORTS

Luxury Daily's live news from March 8:

[Luxury brands mark International Women's Day to show solidarity](#)

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International Women's Day has inspired a number of luxury houses to celebrate the achievements of women and call for gender equality.

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[Leading Hotels of the World engages online audience through video](#)

The Leading Hotels of the World is responding to its increasingly tech-savvy target audience by ramping up its use of video in social media and direct marketing.

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[Lexus teams with Yahoo Sports to rev up awareness for GS F](#)

Toyota Corp.'s Lexus is engaging basketball fans as a presenting sponsor of Yahoo Sports' Tourney Pick'em, making its brand an integral part of March Madness.

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[Valentino taps artists to draw attention for runway show live stream](#)

Italian fashion house Valentino is counting down to its fall/winter 2016 runway show on March 8 with the help of a bevy of illustrators.

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