

NEWS BRIEFS

Prada, duty-free, Etihad Airways and Tag Heuer – News briefs

May 2, 2016



Prada spring/summer 2016 campaign

By STAFF REPORTS

Today in luxury marketing:

[PETA invests in Prada to protest ostrich-skin products](#)

Prada Group had no comment Friday on its newest and potentially most vocal shareholder: PETA, reports Women's Wear Daily.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

[Click here to read the entire article on Women's Wear Daily](#)

[South Korea to issue 4 more downtown Seoul duty-free licenses](#)

South Korea, the world's largest duty-free market, will grant four more duty-free store licences in downtown Seoul, the customs agency said on Friday, banking on strong Chinese tourist demand to overcome concern of oversupply among some operators, according to Reuters.

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

[Fashion gets its first official airline](#)

Forget the friendly skies: Welcome to the fashion skies. The industry is getting its first official airline, says The New York Times.

[Click here to read the entire article on The New York Times](#)

[Tag Heuer befriends blue-haired DJs to recapture lost youth](#)

Watchmakers set down their tools when Liv and Mim Nervo walked into Tag Heuer's factory this month in the Jura mountains of Switzerland. It's not every day that Australian twin sister DJ's – one sporting a blue mohawk, the other a nose ring and bowler hat – visit a bastion of Swiss watchmaking, per Bloomberg.

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