

NEWS BRIEFS

## Burberry, Saks, Jaguar and Lancme – Live news

August 23, 2016



*Lily James for My Burberry Black*

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By STAFF REPORTS

Luxury Daily's live news from Aug. 22:

[Burberry launches sensual scent with stormy campaign](#)

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British fashion label Burberry is using its first Snapchat lens to debut its latest fragrance for women.

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[Saks helps consumers embrace business' modern dress code](#)

Department store chain Saks Fifth Avenue is responding to more relaxed trends in business dressing with the launch of an editorial guide.

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[Jaguar reacts to consumer needs with multichannel car shopping](#)

British automaker Jaguar Land Rover is bringing vehicle buying into the digital space through a partnership with Rockar.

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[Starwood continues asset disposition strategy with Austrian sale](#)

Starwood Hotels & Resorts' The Luxury Collection is looking to create value for its shareholders with the sale of an Austrian property.

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[Lancme brings customized cosmetic experience to additional US markets](#)

Beauty marketer Lancme is expanding its bespoke skin tone matching service within the United States.

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