

NEWS BRIEFS

## Tom Ford, David Yurman, Christie's and Este Lauder – Live news

February 16, 2017



*David Yurman's spring 2017 campaign*

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By STAFF REPORTS

Luxury Daily's live news from Feb. 15:

[David Yurman heads south for laid-back spring campaign](#)

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U.S. jeweler David Yurman is transporting consumers to the carefree Florida Keys in an effort that promotes effortlessness.

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[Mandarin Oriental puts spotlight on women in month-long initiative](#)

The Landmark Mandarin Oriental, Hong Kong is marking Women's Month with a hotel-wide campaign that includes female-centric activations and experiences.

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[Christie's expands West Coast footprint with Los Angeles flagship](#)

Auction house Christie's is responding to growing demand from Southern California clientele by establishing a new arts space in Los Angeles.

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[Este Lauder establishes new role targeting seamless customer experience](#)

Beauty label Este Lauder has two new marketing executives.

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[Tom Ford appoints Brian Blake to presidential role](#)

U.S. fashion label Tom Ford has named Brian Blake its president and chief operating officer.

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