

NEWS BRIEFS

Lexus, dunhill, Karl Lagerfeld, Este Lauder, Omega, Chlo and Cond Nast – Live news

May 23, 2017



Karl Lagerfeld is an avid photographer

By STAFF REPORTS

Luxury Daily's live news from May 22:

[Lexus teams with Mark Ronson for music-making ad campaign](#)

Japanese automaker Lexus is working with producer Mark Ronson for a music-themed video campaign promoting the brand's new Lexus LC model.

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[New dunhill spot combines video advertising with shoppable looks](#)

British menswear and leather goods brand Alfred Dunhill is celebrating the city of its birth, London, with four short films chronicling the lives of four local men.

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[Karl Lagerfeld's love of photography explored for fall 2017](#)

Fashion designer Karl Lagerfeld is turning a beloved hobby into a capsule collection for his eponymous brand.

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[Este Lauder expands flagship brand's presence via Birchbox](#)

U.S. beauty brand Este Lauder is looking to introduce its brand to a younger generation of consumers by offering its skincare and cosmetics in sample sizes.

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[Omega to tout scientific appreciation at Starmus Festival](#)

Swiss watchmaker Omega is helping the public appreciate science through a new partnership with The Starmus Festival.

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Chlo fragrances turn 10 with Haley Bennett campaign appointment

French fashion house Chlo is celebrating a decade in the fragrance category with the introduction of a new ambassador.

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Cond Nast Britain emphasizes native content in new hire, division

Magazine publisher Cond Nast Britain is putting stock into the future of branded content with a newly launched division.

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