

NEWS BRIEFS

Burberry, Furla, DPA, Tag Heuer, BMW and Regent – Live news

January 4, 2019



Burberry's Chinese New Year campaign. Image courtesy of Burberry

By STAFF REPORTS

Luxury Daily's live news from Jan. 3:

[Regent Taipei rolls out photography butler service](#)

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

Hotel Regent Taipei in Taiwan is helping guests get their ideal social media shots with help from local insiders.

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

[DPA taps Van Cleef & Arpels exec to manage North American division](#)

The Diamond Producers Association has hired Kristina Buckley Kayel as its managing director of North America.

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

[BMW mirrors night sky with extraterrestrial car](#)

German automaker BMW is leveraging its customization capabilities to turn a vehicle into a representation of the night sky.

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

[Burberry mixes modernity, tradition in Chinese New Year campaign](#)

British fashion house Burberry is painting portraits of family togetherness in a marketing push for Chinese New Year.

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

[Furla courts California customers with South Coast Plaza opening](#)

Italian accessories label Furla is looking to translate its strong online traffic from the Los Angeles area into bricks-and-mortar business.

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

Tag Heuer puts athletes under pressure in new video series

Swiss watchmaker Tag Heuer is enlisting soccer greats to share their most pressure-filled sporting moments in a new campaign with its longtime partner, the Premier League.

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

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.