

NEWS BRIEFS

Day's wrap: Instagram, Cunard, Harrods, Reebonz, La Mer and IWD

March 8, 2019



Michael Kors is looking to expand in Asia. Image credit: Michael Kors

By STAFF REPORTS

Luxury Daily's live news from March 8:

[Instagram expands ad options for brands and influencers](#)

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Social media network Instagram is expanding brands' advertising toolkits with an upcoming option that will allow companies to promote posts by celebrities and influencers.

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[Cunard ferries fashion across waters](#)

Luxury cruise line Cunard is bringing an immersive fashion experience to the seas through a partnership with Badgley Mischka.

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[Harrods discusses the meaning of new luxury through podcasting](#)

British department store Harrods is taking its luxury expertise to the auditory world.

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[Reebonz brings pre-owned Japanese luxury to Southeast Asia](#)

Southeast Asian luxury marketplace Reebonz is partnering with Japanese pre-owned luxury boutique Komeyho to bring Japanese secondhand merchandise to the former's platform.

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[La Mer invites DFS customers inside its product, literally](#)

Este Lauder Cos.' Crme de la Mer has created its largest jar yet, allowing travelers at duty free retailer DFS in Hong Kong to interact with the installation.

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[Luxury brands shine a light on important women for IWD](#)

International Women's Day, taking place on March 8, has elicited a wide response from luxury brands with initiatives ranging from discount offerings to integrated business changes.

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[Webinar on March 13 "China: Route Forward for Luxury"](#)

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