

NEWS BRIEFS

Instagram, Cunard, Harrods, Reebonz, La Mer and IWD – Live news

March 11, 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](#)

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

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

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

[Cunard ferries fashion across waters](#)

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

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

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

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

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

[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.

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

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

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

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

[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.

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

© 2019 Napean LLC. All rights reserved.

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