

NEWS BRIEFS

Karl Lagerfeld, Barneys, Bottega Veneta and Stella McCartney – News briefs

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By STAFF REPORTS



Today in luxury marketing -

[Gaga brings the crazy in this custom Lagerfeld](#)

Last night's opening of Lady Gaga's Barneys Workshop was insane in all the right ways — Pamela Love, Blake Lively, Neil Patrick Harris, and, of course, the main monster herself were all there to strut their stuff on the step-and-repeat, sip on Champagne and flavored Jell-O shots, and shop the Workshop for Gaga-esque collectables, according to Refinery 29.

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[Photographer Mona Kuhn for Bottega Veneta](#)

Brazilian-born photographer Mona Kuhn is known for her serene nude portraits. Though a veteran of fine art photography, Kuhn recently completed her first fashion project: Bottega Veneta's resort 2012 campaign, according to NYMag's The Cut.

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[Stella McCartney readies for February debuts](#)

February may be the shortest month of the year, but Stella McCartney will be making the most of it. The designer has a string of London-based events planned, according to Women's Wear Daily.

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[Asian taste for watches keeps Swiss exports ticking](#)

Asia's appetite for Switzerland's luxury goods, and in particular its high-precision watches, continues to keep the wolf from the door of the country's export sector, but the question is for how long, according to the Wall Street Journal.

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