

NEWS BRIEFS

Versace, Chanel, Veuve Clicquot and Tag Heuer – News briefs

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By STAFF REPORTS

Today in luxury marketing -

[Versace Yellow Diamond free samples](#)



Versace's new fragrance Yellow Diamond now has a Facebook page, and if you head over there and "Like" it, you'll be able to receive a free deluxe sample of the scent, according to Racked.

[Please click here to read the entire story on Racked](#)

[Chanel parties in Vegas, presents couture on a plane](#)

Sin City got a taste of couture this past weekend with the kick-off of the 10-day installation at the Wynn honoring Coco Chanel's legacy, according to Refinery 29.

[Please click here to read the entire story on Refinery 29](#)

[Tag Heuer opens second boutique at Aventura mall](#)

Tag Heuer will open its second boutique Monday at the Aventura Mall in Aventura, Fla., following the opening of its first freestanding store in Las Vegas in March of last year, according to Women's Wear Daily.

[Please click here to read the entire story on WWD](#)

[Veuve Clicquot and Fresh team-up](#)

For its 2012 Clicquot in the Snow initiative—Veuve Clicquot's annual program that features Champagne tastings, charitable events, and designer collaborations—the iconic French bubbly brand has teamed up with Fresh to create a beauty survival kit for the season, according to Style.com.

[Please click here to read the entire story on Style.com](#)

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