

NEWS BRIEFS

Bergdorf Goodman, Oscar de la Renta and Armani – News briefs

February 16, 2012



By STAFF REPORTS

Today in luxury marketing -

[Zite teams up with Bergdorf Goodman](#)

Zite is teaming up with luxury retailer Bergdorf Goodman to produce content linked to New York Fashion Week. Zite CEO Mark Johnson joins digits to discuss the new partnership, according to The Wall Street Journal.

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[Please click here to read the entire article from The Wall Street Journal](#)

[Oscar de la Renta nail polish](#)

So much for nail polish being a fad. Even Oscar de la Renta is getting into the game. He will launch a line of polishes in October, and three of the colors appeared in his show yesterday, according to Racked.

[Please click here to read the entire article from Racked](#)

[Loeffler Randall hooks up with Sven Clogs for a Valentine's Day collab](#)

One of our favorite couples in fashion, Jessie Randall and "Brian" Murphy of Loeffler Randall know the power of a good hook-up. For Valentine's Day, the shoe brand is collaborating with Sven Clogs on a capsule collection of clogs and sandals, according to

Refinery 29.

[Please click here to read the entire article from Refinery 29](#)

[Armani plots aggressive expansion in North America](#)

Giorgio Armani has redesigned his vision for capturing market share in North America — and the most immediate sign is at the Madison Avenue flagship.

[Please click here to read the entire article from WWD](#)

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