

NEWS BRIEFS

Cartier, Christian Louboutin, Fisker and The Plaza – News briefs

March 1, 2012



By STAFF REPORTS

[Sign up now](#)

Luxury Daily

Today in luxury marketing:

[Cartier ads to hit the screen](#)

Next month, the French jewelry house will launch its most ambitious screen advertisement in more than a decade, “The Cartier Odyssey,” a three-and-a-half-minute spectacular that required three panthers, model Shalom Harlow and a life-size replica of a 1906 biplane, according to WWD.

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

[Dior's online magazine](#)

DiorMag.com, a new online magazine from the folks at Christian Dior, went live today as part of a push to step up the brand's web presence, according to The Cut.

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

[Fisker automotive names new CEO](#)

Former Chrysler CEO Tom LaSorda was named the new chief executive of Fisker

Automotive, according to WSJ.

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

[Luxury hotels and social media: The Plaza](#)

We're entering a new age in luxury hotel marketing. Top-tier hotels are now using Twitter for concierge services, social geo-locating platforms to unlock free gifts, Facebook for customer service and YouTube to showcase unique properties, according to the Pursuitist.

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

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.