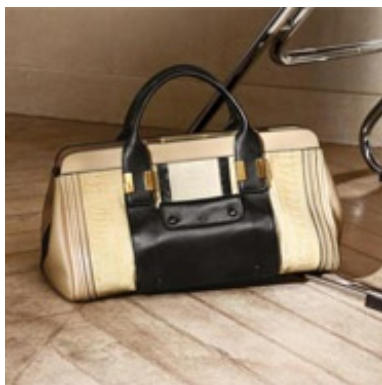


NEWS BRIEFS

Chloé, Karl Lagerfeld, Reed Krakoff and Mercedes – News briefs

February 22, 2013



By STAFF REPORTS

Today in luxury marketing:

[Go for broke at the new gorgeous Chloé boutique in SoHo](#)

Chloé opened the doors to its brand new SoHo boutique Feb. 21, nestled in at 93 Greene St. between Prince and Spring, Racked reports.

Sign up now

Luxury Daily

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

[Karl Lagerfeld watches launch this month](#)

Karl Lagerfeld will release a collection of watches with Fossil, StyleBistro reports.

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

[First Lady wears Reed Krakoff](#)

Photographer Doug Kennedy captured First Lady Michelle Obama in the Green Room seated and looking relaxed in a navy silk and wool dress by Reed Krakoff with three-quarter length sleeves, according to WWD.

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

[Daimler extends Zetsche as CEO as Bernhard to run trucks](#)

Daimler AG extended CEO Dieter Zetsche's term and named manufacturing manager Wolfgang Bernhard to run the truck unit in a possible step to the top job at the world's third-biggest luxury-car maker, per Bloomberg.

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

© Napean LLC. All rights reserved.

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