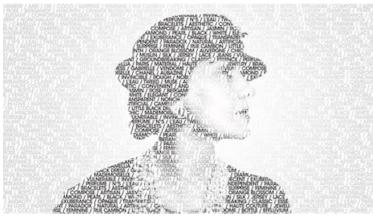


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Chanel, BMW, 10AK and Nigeria – News briefs

February 22, 2017



Video still from Inside Chanel chapter 17, "The Paradoxes of Chanel"

By STAFF REPORTS

Today in luxury marketing:

Chanel plots Year of Gabrielle



Long crazy about Coco, Chanel is now going gaga for Gabrielle, says Women's Wear Daily.

Click here to read the entire article on Women's Wear Daily

BMW, Mobileye in deal to collect map data for self-driving cars

Israel's Mobileye and German automaker BMW said on Feb. 21 they signed an agreement to install Mobileye's data generation technology in BMW cars starting with 2018 models, reports Reuters.

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Secrets of success from 10AK, the \$250M nightclub

It's hard out there for a nightlife impresario. Eight out of 10 nightclubs fail during their first year of operation. And as music and fashion tastes change, even a club that makes it past this key 12-month milestone has to constantly evolve to stay popular and relevant, per Bloomberg Pursuits.

Click here to read the entire article on Bloomberg Pursuits

Nigeria: Africa gets ready for its first luxury ecommerce platform

Lagos is the Los Angeles of Africa. Home to a plethora of the continent's rich and famous, gated communities, a thriving film industry nicknamed Nollywood, and the Motherland's biggest consumers of champagne, according to Forbes.

Click here to read the entire article on Forbes

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