

NEWS BRIEFS

Chanel, BMW, 1OAK 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](#)

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

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[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 1OAK, 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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