

NEWS BRIEFS

## Givenchy, Este Lauder, Mulberry, Hugo Boss, JetSmarter, Dubai Mall and Bentley – Live news

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*Mulberry is growing its Asian presence. Image credit: Mulberry*

By STAFF REPORTS

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British automaker Bentley Motors is making it simpler for its North and South American dealerships to deliver targeted marketing with the help of a new agency partner.

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[Givenchy teases Clare Waight Keller's debut in feline ads](#)

French fashion house Givenchy is hinting at newly appointed artistic director Clare Waight Keller's vision for the brand in a dedicated advertising campaign.

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[Dubai Mall leverages indoor positioning for retail navigation](#)

The Dubai Mall is investing in location services through the addition of an indoor positioning system.

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[JetSmarter makes private air travel more accessible via plane pooling](#)

Private aviation marketplace JetSmarter is making air travel resemble ridesharing with a new feature on its mobile application.

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[Hugo Boss explores modern masculinity with ambassador Chris Hemsworth](#)

German fashion label Hugo Boss has chosen Australian actor Chris Hemsworth as the new face of its Boss Bottled scent.

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**Mulberry inks partnership to tap Japanese potential**

British apparel and accessories label Mulberry is setting its sights on Japan through a new joint venture.

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**Este Lauder debuts AR chatbot for lipstick lovers**

Cosmetics brand Este Lauder is launching a conversational chatbot through Facebook Messenger that will let customers virtually try on its products through augmented reality.

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