

NEWS BRIEFS

Christie's, auto dealerships, Selfridges, Cunard, BMW and Givenchy – Live news

September 27, 2017



Transformation.Seduction is the first Givenchy ad campaign under Clare Waight Keller. Image credit: Givenchy

By STAFF REPORTS

Luxury Daily's live news Sept. 26:

[Christie's celebrates iconic actress with VR and special events](#)

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Auction house Christie's has taken on a significant responsibility with its Aubrey Hepburn exhibition, using a variety of social tools and virtual reality to make a lasting impact.

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[Location targeting is critical to dealership marketing: Adtaxi](#)

While many innovators in the automotive space are looking to make auto shopping a more simplified process, consumers are spending even more time researching before purchasing.

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[Selfridges' yellow shopping totes to incorporate recycled paper cup fibers](#)

British department store chain Selfridges is prolonging the life of its paper coffee cups through a newly launched upcycle program.

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[Cunard announces fleet expansion for 2022](#)

Due to set sail in 2022, high-end cruise line Cunard will add a fourth vessel to its fleet as the travel method surges in popularity.

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[BMW wraps X2 in camouflage for out-of-home awareness effort](#)

German automaker BMW introduced the X2 model prior to its 2018 market debut on the streets of Milan during the

Italian city's fashion week.

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[Givenchy welcomes Clare Waight Keller via ecommerce revamp, consumer activation](#)

French fashion house Givenchy is gearing up for the debut collection designed by Clare Waight Keller with a new ecommerce Web site.

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