

NEWS BRIEFS

## Day's wrap: Alibaba, Este Lauder, Hugo Boss, Lancme, Brizo and Lexus

October 30, 2017



*Tmall Collection 2017 Global Fashion Show, Oct. 20. Image courtesy of Alibaba*

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By STAFF REPORTS

Luxury Daily's live news from Oct. 30:

[Hugo Boss prioritizes flexibility, simplicity with digitized showroom](#)

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German fashion label Hugo Boss is altering the showroom experience with a digital application.

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[Lancme leverages AR to make makeup more mobile accessible](#)

Beauty marketer Lancme is making its beauty products more accessible through a mobile device via a partnership with augmented reality application YouCam Makeup.

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[Brizo taps top chef as first culinary ambassador](#)

Kitchen and bath fittings maker Brizo is highlighting its kitchen line's blend of form and function by partnering with a celebrity chef.

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[Exclusive: Alibaba CMO on see-now, buy-now, Singles Day, luxury, China and New Retail](#)

In anticipation of the Oct. 31 broadcast of the second "See Now, Buy Now" Global Fashion Show on Tmall, Alibaba chief marketing officer Chris Tung talks about the event's focus on retail as entertainment ahead of the 11.11 Singles Day, now known as the Global Shopping Festival that last year pulled in \$17.8 billion in gross merchandise volume.

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[Este Lauder aims for further perfume, Asia Pacific growth via appointments](#)

Beauty group Este Lauder Cos. has named new leadership to oversee its prestige and artisanal fragrance division

and its operations in Asia Pacific.

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[Lexus looks toward future in latest concept design](#)

A new concept model from Toyota Corp.'s Lexus is looking a future where it dominates the road via automation and safety innovations.

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