

NEWS BRIEFS

LVMH, Gucci, Lamborghini, Sandow and influencers – Live news

December 12, 2017



Mr Bags instagram post sponsored by Grazia

By STAFF REPORTS

Luxury Daily's live news from Dec. 11:

[Lamborghini teams with Bodyfriend for branded massage chairs](#)

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Italy's Automobili Lamborghini has inked a four-year licensing deal with massage chair maker Bodyfriend.

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[Gucci to stage cruise show at ancient site](#)

Italian fashion label Gucci has picked a historic location for its cruise 2019 runway show.

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[LVMH plans fourth open house showcase for 2018](#)

French conglomerate Mot Hennessy Louis Vuitton will host the fourth edition of its Les Journees Particulieres event next year.

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[Galerie magazine joins Sandow media portfolio](#)

Sandow Capital is adding to its collection of luxury titles with an investment in Galerie Media Group.

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[Brands doubled social spending, but decreased paid search in 2017](#)

While the fashion industry has embraced social influencers and messaging commerce, a recent campaign from French label Chlo demonstrated just how much potential these strategies have for luxury marketers.

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