

NEWS BRIEFS

## Chanel, Givenchy, Tag Heuer, Porsche and cognac – Live news

March 6, 2018



*Porsche gives a look at what happens in its museum at night in new spot. Image credit: Porsche.*

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By STAFF REPORTS

Luxury Daily's live news from March 5:

[Tag Heuer pulls campaign after tragedy strikes](#)

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LVMH-owned watchmaker Tag Heuer hastily canceled its newest campaign with model Cara Delevingne and subsequent celebratory event after its backdrop was the scene of a recent tragedy.

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[Givenchy's new digital storefront makes its way to Europe](#)

French fashion house Givenchy is further investing in ecommerce efforts, as luxury brands continue to evolve in the digital realm.

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[Porsche reveals new models, but on a smaller scale](#)

German automaker Porsche is teaming with a playful partner to help establish a love for the brand early on in young car enthusiasts.

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[Margot Robbie steps onto Oscars red carpet as Chanel ambassador](#)

French label Chanel brought an Academy Award-nominated actress along as part of its group of ambassadors on Hollywood's biggest day.

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[Premium brandy predicted to see rise in consumption over 5 years](#)

Cognac brands are expected to see comeback in the upcoming year thanks to continued consumption in the United

States and China, as well as support from popularity gains in areas such Russia and South Africa.

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