

NEWS BRIEFS

## Day's wrap: Gucci, Rolls-Royce, Sephora, Lancme, BMW and Booking.com

March 8, 2018

HOW WILL YOU USE  
YOUR VOICE TODAY?

*Gucci empowers women to incite change. Image credit: Gucci.*

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By STAFF REPORTS

Luxury Daily's live news from March 8:

[Gucci shares words of empowerment in artful approach](#)

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Italian fashion label Gucci is taking a poignant approach to support the gender that gives its pieces life in an International Women's Day initiative.

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[Rolls-Royce keeps its new hire within the BMW family](#)

British automaker Rolls-Royce has looked into its own pool of talent with a new director of sales and marketing.

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[Sephora continues to advance customer journey through intelligence](#)

LVMH-owned Sephora, known for its innovations in customer personalization and marketing, has announced that it is investing further in the tailored customer journey.

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[Lancme latest muse captures a strong social audience](#)

Beauty marketer Lancme is looking to a prolific force in social media for its inspiration in upcoming marketing opportunities.

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[BMW celebrates Afro-Atlantic traditions with upcoming Art Journey](#)

German automaker BMW is furthering its commitment to supporting up-and-coming artists as part of its Art Basel participation.

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### [Booking.com rivals luxury travel brands with one-of-a-kind trips](#)

Online travel portal Booking.com is challenging luxury hospitality brands for their affluent customers through a series of new itineraries that caters to consumers' growing desire for rare experiences.

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