

NEWS BRIEFS

## Day's wrap: Chanel, Hugo Boss, Cadillac and Facebook

August 30, 2019



*Margot Robbie takes a turn in a spot for Chanel's Gabrielle Essence fragrance line. Image credit: Chanel*

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By STAFF REPORTS

Luxury Daily's live news from Aug. 30:

[Facebook links ads to chat for lead generation](#)

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Social network Facebook is giving advertisers tools to engage with potential clients via Messenger.

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[Margot Robbie in new video spot for Gabrielle Essence fragrance](#)

Chanel has launched a new spot for its Gabrielle Essence fragrance starring Australian actor Margot Robbie, whose most recent outing was portraying Sharon Tate in Quentin Tarrantino's *Once Upon A Time In Hollywood*.

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[Hugo Boss renews eyewear licensing deal with Safilo for fashion accessory push](#)

German fashion house Hugo Boss and eyewear maker and distributor Safilo Group have renewed the license agreement for Boss and Hugo optical and sunglass collections.

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[Cadillac's problem is not tech. It is something else](#)

And here we go again: General Motors Co. goes public for the umpteenth time, wringing its hands, mea culpa and all, that its last iteration for Cadillac was wrong.

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[Webinar on Sept. 18: "Holidays 2019: Happy or Not?"](#)

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