

NEWS BRIEFS

Fashion shows, Facebook, Hong Kong tourism and Bugatti – News briefs

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Look from Gucci's fall/winter 2018 runway. Image credit: Gucci

By STAFF REPORTS

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[How to turn a fashion show into an online "moment"](#)

When Alessandro Michele sent models carrying dismembered heads and baby dragons down the autumn/winter 2018 Gucci catwalk, social media lit up. From 20 to 22 February, mentions of Gucci across Facebook, Twitter, Instagram and Reddit jumped by more than 121 percent, according to Brandwatch, while mentions of Michele spiked 753 percent. At a time when fashion week news overwhelms, and attention spans are short, Michele had managed to cut through the noise, says Vogue Business.

[Click here to read the entire article on Vogue Business](#)

[Facebook and Instagram app downloads are declining, says BofA](#)

Mobile app downloads of Facebook and Facebook-owned Instagram are down a combined 13 percent year-over-year, a Bank of America analysis found. The download numbers, based on SensorTower data, are tracking down 3 percent in the third quarter of 2019 compared with last quarter, the analysts wrote, per CNBC.

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[Half-full hotels and cheap rooms: Hong Kong tourism suffers worst month since SARS](#)

The number of tourists visiting the city suffered one of the biggest drops on record in August, one of the clearest indications that months of antigovernment protests are decimating parts of the local economy, reports the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

Bugatti in funding search for 4-seater stablemate to Chiron

After selling almost all 30 of its \$3.9 million special-edition Chiron supercars over dinner, Bugatti is moving to double its lineup by adding a second model, according to Bloomberg.

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