

NEWS BRIEFS

Google, Selfridges, Shiseido, Mercedes-Benz and esports Live news

October 9, 2019



Shiseido is buying American skincare brand Drunk Elephant. Image credit: Drunk Elephant

By STAFF REPORTS

Luxury Daily's live news from Oct. 8:

[Google seeks to simplify shopping experience ahead of holidays](#)

Technology giant Google is looking to own more of the purchase journey through a redesigned experience that spans from inspiration and research to the transaction.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

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

[Selfridges sees sales growth after retail investments](#)

British department store chain Selfridges achieved 6 percent sales growth in its latest financial year, with sales totaling 1.85 billion pounds, or \$2.26 billion at current exchange.

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

[Shiseido strengthens portfolio with acquisition of clean beauty leader](#)

Japanese beauty group Shiseido is acquiring skincare company Drunk Elephant as it works to connect with younger consumers who are intrigued by clean beauty products.

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

[Mercedes-Benz adds AR activations to Atlanta stadium](#)

German automaker Mercedes-Benz is bringing a new augmented reality experience to Atlanta, GA and as it embraces innovative events in an effort to better reach consumers.

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

[5WPR launches esports division as brand interest grows](#)

New York-based agency 5W Public Relations is responding to the rapid growth of esports with the introduction of a dedicated division.

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

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.