

NEWS BRIEFS

## Guerlain, Rolls-Royce, Mulberry/Acne Studios, Facebook and Barneys New York – Live news

November 6, 2019



*Mindscent will help match consumers with one of the 110 Guerlain fragrances. Image credit: Guerlain*

By STAFF REPORTS

Luxury Daily's live news from Nov. 5:

[Guerlain, adding store tech, debuts new Mindscent fragrance finder for perfect perfume match](#)

Using a neuronal headset and visual interfaces, shoppers can find out which one of Guerlain's 110 fragrances is best for them.

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[Rolls-Royce Motor Cars sponsors "Be the Change" effort to mentor students in local community](#)

The sponsorship also doubles as an opportunity for Rolls-Royce Motor Cars to nurture future talent.

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[Mulberry, Acne Studios turn "friendship" into fashion collaboration](#)

British fashion house Mulberry is collaborating with Swedish label Acne Studios on a collection that brings together both of their design sensibilities.

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[Facebook CMO on logic behind new company brand](#)

Here is what Facebook's chief marketing officer had to say about social-networking company's new brand for Facebook Inc. as the company prepares to integrate services and make changes within its different properties. Also: the designers chip in on the process.

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[Barneys New York liquidation sales kick off](#)

B. Riley Financial's Great American Group and Tiger Capital Group will handle the liquidation sales. They are also

holding exclusive private sales events for Barneys' most loyal customers.

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