NEWS BRIEFS

Day's wrap: Gucci, The RealReal, Mercedes-Benz, MadaLuxe, Sotheby's and Flont

February 14, 2018

Gucci's spring/summer 2018 campaign is a collaboration with Ignasi Monreal. Image courtesy of Gucci

By STAFF REPORTS

Luxury Daily's live news from Feb. 14:

The RealReal continues omnichannel transition with Las Vegas pop-up shop

Online fashion consignment marketplace The RealReal is continuing its efforts to expand into physical retail with a new pop-up shop at Caesar's Palace in Las Vegas.

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Gucci beat other luxury brands in earned media value in December

Italian fashion label Gucci has once again come out on top on a list of top luxury brands, thanks to its strong presence in earned media on Instagram.

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Fashion rental start-ups Flont, Armarium partner for Hollywood pop-up shop

Jewelry rental service Flont is partnering with fashion rental service Armarium for a new pop-up experience called The Salon.

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Mercedes-Benz strikes multi-year deal with Publicis

French advertising group Publicis has scored big by winning a multi-year contract with Daimler's Mercedes-Benz.

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MadaLuxe names co-founder and president Adam Freede as new CEO

U.S.-based luxury distribution company MadaLuxe has named Adam Freede, the company's president, as its new CEO.

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Sotheby's expands ecommerce options with interior design marketplace

International auction house Sotheby's is continuing to develop its fixed-price digital purchasing capabilities with the acquisition of high-end interior design ecommerce platform Viyet.

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