

NEWS BRIEFS

Day's wrap: BMW, Karma, Graff, Marcolin, AccorHotels and Ssense

April 5, 2018



Access by BMW will have two tiers of membership. Image credit: BMW

By STAFF REPORTS

[Register now: Women in Luxury conference New York, May 9](#)

Luxury Daily's live news from April 5:

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

BMW becomes latest luxury marque to launch subscription service

German automaker BMW has announced a subscription service that lets customers pay a monthly price in order to rent one of many cars from the brand's collection.

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

Karma unveils SoCal-inspired electric car campaign

Chinese automaker Karma is taking its first big step into the world of electric cars with the Revero, a fully electric luxury sedan.

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

Graff Diamonds to create first fragrance line with Inter Parfums

London-based jeweler Graff Diamonds has signed an agreement with Inter Parfums to create and distribute fragrances under the Graff brand name.

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

Marcolin expands luxury eyewear distribution to Mexico in new partnership

Luxury eyewear group Marcolin has signed an exclusive partnership with Mexican eyewear distributor Moendi.

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

AccorHotels grows presence in Africa with acquisition of Mantis Group

European hotel group AccorHotels is expanding its presence in Africa by acquiring a 50 percent share of South African luxury hotelier Mantis Group.

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

[Ssense continues targeting young consumers by acquiring Polyvore](#)

Community-powered social commerce platform Polyvore has been fully acquired by online fashion retailer Ssense.

[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.