

NEWS BRIEFS

BMW, Karma, Graff, Marcolin, AccorHotels and Ssense – Live news

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

By STAFF REPORTS

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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.

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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.

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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.

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Marcolin expands luxury eyewear distribution to Mexico in new partnership

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

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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.

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Ssense continues targeting young consumers by acquiring Polyvore

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

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