

NEWS BRIEFS

## Day's wrap: Mercedes, Jumeirah, The RealReal, Four Seasons and Land Rover

December 13, 2018



*Mercedes' pop-up series in the United Kingdom. Image credit: Mercedes*

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By STAFF REPORTS

Luxury Daily's live news from Dec. 13

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Mercedes taps into special holiday gifting experiences

German automaker Mercedes-Benz is extending its immersive shopping experience strategy as it opens another pop-up shop.

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Jumeirah Group builds up sustainable travel in Abu Dhabi

Hospitality brand Jumeirah Group is investing in sustainable travel with a completely eco-friendly resort in Abu Dhabi, United Arab Emirates.

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The RealReal continues Stella McCartney incentive program after positive results

Luxury consignment platform The RealReal and fashion label Stella McCartney are strengthening their partnership to exhibit the opportunities resale platforms offer.

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Four Seasons continues its private jet world tours

Hospitality group Four Seasons is bringing back its World of Adventures journey for consumers who are interested in immersive long-term travel experiences.

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Land Rover drives an original vehicle down memory lane

British automaker Land Rover is once again leaning into nostalgia in an anniversary effort that spotlights the

connection the marque's employees have with its classic cars.

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