

NEWS BRIEFS

Trussardi, Tmall, Mercedes, Shiseido, JennAir and Avenue – Live news

December 24, 2018



Trussardi is reportedly selling a stake to QuattroR. Image credit: Trussardi

By STAFF REPORTS

Luxury Daily's live news from Dec. 21:

[Tmall aims to further elevate ecommerce shopping with Maison concept](#)

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Ecommerce giant Alibaba is giving luxury houses a new retail format within its Tmall Luxury Pavilion, which is designed to more thoroughly connect the online and offline shopping experience.

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[Cohen Media Group acquires Avenue magazine](#)

Manhattan Media has sold New York society title Avenue magazine to film producer and distributor Cohen Media Group.

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[Mercedes creates dealership for underage drivers](#)

German automaker Mercedes-Benz is catering to drivers who are still years away from getting their license with a marketing effort for its scaled-down toy models.

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[Shiseido promotes Nars exec as first US president](#)

Japanese beauty group Shiseido's American subsidiary is looking to strengthen the company's United States sales and marketing activities with the creation of a new position.

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[Trussardi reportedly selling majority stake to QuattroR](#)

Italian fashion brand Trussardi is said to have reached an investment deal with the fund QuattroR.

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JennAir makes showrooms more conducive to customization

Following its rebrand earlier this year, appliance maker JennAir is looking to continue defying conventions in its retail spaces.

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