

NEWS BRIEFS

Starwood, Daimler, Saks, Karma, ski resort real estate and HBC – Live news

January 7, 2019



Marriott's merger with Starwood has made the two rewards programs one of the most successful

By STAFF REPORTS

Luxury Daily's live news from Jan. 4:

[Starwood security breach damage is less than expected](#)

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Hospitality brand Marriott has released an update on its security breach for its Starwood Hotels, believing its original estimation of the impact to be higher than actuality.

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[Daimler future proofs, heightens fuel cell technology development](#)

German auto group Daimler and its Mercedes-Benz brand are focusing on the future of energy storage with the reorganization of its fuel cell technology subsidiaries.

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[Saks brings some much-needed island glow to New York](#)

Department store chain Saks Fifth Avenue is working with a well-known resort to bring a little bit of paradise to New Yorkers during the mid-winter slump.

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[Aston Martin exec moves to luxury EV group](#)

Luxury electric vehicle maker Karma Automotive is hoping to strengthen its presence in the United States EV market with a new hire.

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[Sellers reap benefits of low inventory in ski areas: Christie's](#)

For major ski areas, it is a seller's market for luxury resorts due to a significant lack of inventory, and Lake Tahoe in

Nevada is reaping the benefits ahead of others.

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[HBC chairman to control 70pc of company after shares acquisition](#)

Saks Fifth Avenue owner Hudson's Bay Company will see an additional 10 percent of its shares go to Richard A. Baker.

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