

NEWS BRIEFS

Lancme, Sotheby's, mobility, Chaumet and Saks Off 5th – Live news

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Zendaya Coleman is the new face of Lancme. Image credit: Lancme

By STAFF REPORTS

Luxury Daily's live news from Feb. 22:

[Sothebys plans client-centric expansion for New York galleries](#)

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Auction house Sotheby's is adding more than 20,000 square feet to its New York gallery space to allow for more flexibility.

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[Lancme taps Zendaya Coleman for youthful outreach](#)

L'Oreal-owned beauty brand Lancme has named 22-year-old actress and singer Zendaya Coleman as its latest ambassador.

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[HBC reduces Saks Off 5th footprint in profitability push](#)

As Saks Fifth Avenue's parent Hudson's Bay Company looks to reduce costs, it is cutting down on the number of bricks-and-mortar stores for the retailer's off-price brand.

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[BMW, Daimler invest \\$1B in urban mobility alliance](#)

Automakers BMW Group and Daimler AG are teaming up on a joint company centered on creating sustainable mobility services for urban areas.

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[Chaumet exhibit charts literary history](#)

French jeweler Chaumet is delving into its storied past with an exhibit centered on its relationships with writers.

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