

NEWS BRIEFS

## Day's wrap: Ferrari, Alibaba, Mercedes, Ruinart, Maserati and The RealReal

June 3, 2019



*Ferrari drives EV forward. Image credit: Ferrari*

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By STAFF REPORTS

Luxury Daily's live news from June 3:

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Ferrari innovates with hybrid sports design

Italian automaker Ferrari is heightening the battle in the luxury electric vehicle space with its first series production of a plug-in hybrid EV.

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Alibaba celebrates mid-year shopping festival

Alibaba is helping brands go deeper into China, with a new initiative bringing marketers into less developed areas of the country.

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Mercedes expands subscription service amidst growth

German automaker Mercedes-Benz is expanding its subscription service, one year after its launch.

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Ruinart opens its one-bedroom hotel for a second time

LVMH-owned Champagne house Ruinart is leaning into the hospitality space, opening up its one-bedroom hotel for a second year.

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Maserati holds tour from Paris to its headquarters

Italian automaker Maserati is launching its enduring tour for charity that sees participants journey on bicycles as well as its vehicles.

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### [The RealReal files for IPO](#)

After discussions grew throughout this year surrounding luxury consignment platform The RealReal possibly launching an initial public offering, the resale platform has officially filed.

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