

NEWS BRIEFS

Ferrari, Alibaba, Mercedes, Ruinart, Maserati and The RealReal – Live news

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Ferrari drives EV forward. Image credit: Ferrari

By STAFF REPORTS

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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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