

NEWS BRIEFS

Day's wrap: Mercedes, Bulgari, Mot Hennessy, McLaren and Maison & Objet

November 27, 2019



The Weeknd for Mercedes-Benz. Image courtesy of Mercedes-Benz

By STAFF REPORTS

Luxury Daily's live news from Nov. 27:

[Mercedes-Benz works with The Weeknd to usher in EQC](#)

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 [Save \\$246 ▶](#)

German automaker Mercedes-Benz is teaming up with recording artist The Weeknd to introduce its first all-electric vehicle to a younger audience.

[Click here to read the entire article](#)

[Mot Hennessy takes sustainability strategy to local level with Billion Oyster Project](#)

Mot Hennessy's U.S. importer is taking up the issue of restoring oyster reefs in New York Harbor through the support of nonprofit Billion Oyster Project.

[Click here to read the entire article](#)

[Maison & Objet gears up for 25th anniversary fair with next-gen focus](#)

Parisian interior design fair Maison & Objet will be themed around Generations Y and Z during 2020, as it marks its quarter century birthday with a look towards the future of consumer behavior.

[Click here to read the entire article](#)

[McLaren taps Tumi as luggage partner in lifestyle push](#)

British automaker McLaren has named Tumi its official luggage partner for its racing team and consumer cars brand, leveraging a shared focus on technical innovation and design.

[Click here to read the entire article](#)

[Bulgari marks decade-long support for Save the Children with new efforts](#)

Roman jeweler Bulgari is marking its 10-year association with the Save the Children charity by launching new

initiatives to continue supporting vulnerable kids around the world.

[Click here to read the entire article](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.