

NEWS BRIEFS

Cartier, Gucci, Mercedes-Benz and Equinox – News briefs

January 10, 2020



Cartier is joining Tmall's Luxury Pavilion. Image credit: Cartier

By STAFF REPORTS

Please be aware the clippings below may require a paid subscription to the listed media outlet to read an article in full.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Today in luxury:

[Cartier signs up to Alibaba's Tmall Luxury Pavilion in China](#)

Cartier has signed up for Tmall's Luxury Pavilion in China, bulking up its online presence in the country and adding a highly prestigious label to Alibaba's ecommerce platform, WWD has learned.

[Click here to read the entire article on Women's Wear Daily](#)

[Why Gucci is investing big in these 5 cities](#)

A multi-faceted partnership with one of the China's biggest luxury mall developers is just part of the equation, according to Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Mercedes-Benz poised to clinch premium sales crown for 2019](#)

Daimler sold 2.34 million Mercedes-Benz passenger cars in 2019 for a ninth consecutive year of record sales, it said on Thursday, putting the German carmaker in pole position to retain the title of biggest-selling premium car brand, reports Reuters.

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

[Equinox closes in on new funding to challenge Peloton in at-home fitness](#)

Equinox, the luxury gym chain operator and majority owner of SoulCycle Inc., is in advanced discussions to secure new funding from investors including private equity firm Silver Lake, according to people with knowledge of the

matter, says Bloomberg.

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

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.