

NEWS BRIEFS

Day's wrap: Gucci, McLaren, Hugo Boss, Christie's and luxury real estate

December 18, 2020



Gucci joins Tmall Luxury Pavilion. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 18:

[Gucci joins Alibaba's Tmall Luxury Pavilion](#)

Italian fashion label Gucci is partnering with luxury ecommerce platform Alibaba's Tmall Luxury Pavilion in an effort to expand its reach in China.

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[McLaren collaborates with Pendry Residences for Super Garage'](#)

British automaker McLaren Automotive North America has announced its partnership with residential developer Pendry Residences West Hollywood by Montage Hotels & Resorts for an exclusive amenity available to a property buyer.

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[Hugo Boss collaborates with the NBA on limited-edition capsule collection](#)

German fashion house Hugo Boss is partnering with the National Basketball Association (NBA) to release a limited-edition capsule collection next year.

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[Digital luxury auctions proved successful in 2020: Christie's](#)

Despite the challenges presented by the global pandemic, luxury auctions saw year-over-year growth in multiple categories, according to British auction house Christie's.

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[Luxury Daily debuts new conference focused on luxury real estate](#)

Register now for free for Luxury Daily's State of Luxury Real Estate 2021 (SOLRE) eConference Thursday, Jan. 14. The daylong event will focus on how affluent consumers are shaping the real estate market as they flee cities for

more space and social distance, enabled by remote working and schooling.

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[Google's new beauty AR features raises bar for digitalization, ecommerce](#)

Tech giant Google is rolling out a new feature allowing consumers to digitally try on cosmetic products through the search function on mobile devices.

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