

NEWS BRIEFS

Day's wrap: Rimowa, French tariffs, Blade, Mercedes-Benz, marketing webinar and luxury real estate

January 8, 2021



Founded in 1898, Rimowa has been part of LVMH since 2016. Image credit: Rimowa

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Jan. 8:

LVMH names new Rimowa CEO after Tiffany & Co. takeover

France's LVMH Mot Hennessy Louis Vuitton has tapped Hughes Bonnet-Masimbert as the new CEO and chairman of German luggage brand Rimowa, per media reports.

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US holds off on French luxury goods tariffs

The United States has suspended a planned move to introduce tariffs of 25 percent on high-end French goods to retaliate against a tax by France on tech companies such as Amazon and Facebook.

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Blade, Ross Aviation to launch helicopter flights in New York area

Aviation firms Blade Urban Air Mobility and Ross Aviation have struck up a partnership to offer daily helicopter flights between the suburban Westchester County airport and heliport terminals in Manhattan.

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Mercedes-Benz introduces space-age touchscreen for new EQS

German automaker Mercedes Benz has unveiled the giant digital MBUX hyperscreen that will appear on the dashboard of the new EQS electric sedan which hits the market this year.

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Webinar: Why authenticity matters even more for luxury brands as post-pandemic consumer evolves

Register now for the free webinar on Wednesday, Feb. 3 at noon to 1 p.m. EST (New York time) titled, "Authenticity in

a Post-COVID World: From the Eyes of a Marketer"

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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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[Now part of LVMH, what's next for Tiffany & Co.?](#)

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton wasted no time making leadership changes at Tiffany & Co. following its acquisition of the U.S. jeweler, a sign that things are about to change for the iconic brand.

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