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NEWS BRIEFS

# Day's wrap: Alibaba, Este Lauder, Land Rover, BMW, One Drop Foundation and brand protection webinar

March 16, 2021



Chinese government is tightening the leash on tech companies. Image credit: Alibaba Group

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 16:

# Alibaba pressed to sell media assets

As Chinese government officials begin to crack down on big tech, regulators have increased pressure on ecommerce giant Alibaba Group Holdings Ltd. to divest its media assets.



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# Este Lauder joins QVC omnichannel network

Beauty brand Este Lauder is joining QVC's multiplatform shopping ecosystem a year after its successful ecommerce launch.

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# Land Rover launches annual "Earth Photo" challenge

British automaker Land Rover is launching an international photography contest hoping to inspire an appreciation of people's surroundings.

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#### BMW introduces all new iDrive display system

German auto company BMW Group has unveiled its latest technological advancement, iDrive an all-encompassing, intelligent, multi-sensory display personalized to each driver.

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#### One Drop Foundation recruits Georgina Bloomberg as ambassador

Water-initiative nonprofit organization One Drop Foundation has tapped professional equestrian show jumper,

author, businesswoman and philanthropist Georgina Bloomberg as its newest brand ambassador.

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# Webinar: Protecting brands from fast-growing counterfeiting, return fraud

Register for the free webinar on April 7 at 11 a.m. to noon EST (New York time) titled, "Protecting brands from fast-growing counterfeiting, return fraud"

Please click here to register

# Luxury department stores' next chapter will be online

Recent changes at Saks Fifth Avenue and the upcoming ecommerce relaunch of Lord & Taylor are the latest indications that the future of the U.S. department store is online.

Please click here to read the article

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