

NEWS BRIEFS

Fendi, Secoo, Mot & Chandon, BMW Group and Beverly Hills

December 8, 2021



Fendi has partnered with Drest to promote its winter capsule. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 7:

[Fendi digitizes winter capsule with Drest mobile app](#)

Italy's Fendi is touting its winter capsule collection through a special collaboration with fashion styling game Drest.

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[What Secoo's decline says about China's luxury market today](#)

With China remaining a bright spot for luxury brands over the past 18 months and luxury ecommerce booming as brands went all-in and convenience-minded consumers increased online spending, Secoo theoretically should have been well-positioned to benefit.

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[Mot & Chandon launches local agroecology program](#)

LVMH-owned Champagne brand Mot & Chandon is continuing its support of biodiversity with a new initiative in its home region.

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[BMW Group reaches electric milestone](#)

Germany's BMW Group has delivered its one-millionth electrified vehicle as it makes progress on its electromobility push.

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[Beverly Hills expands content collaborations in social push](#)

The city of Beverly Hills, CA is enlisting a group of creators to develop content featuring the destination in an appeal to younger travelers.

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