

NEWS BRIEFS

LVMH, Mercedes-Benz, BMW, Emirates and Fendi

November 17, 2022



Mining customer data for acquisition and retention is a new major focus for luxury groups such as LVMH. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Nov. 16:

LVMH's inaugural data summit focuses on drive to data development

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French luxury conglomerate LVMH today concludes its first data summit as it recognizes the role of technology and database marketing in customer acquisition and retention efforts.

Mercedes-Benz, Roger Federer ally on philanthropic Neon Legacy

German automotive giant Mercedes-Benz and Swiss tennis champion Roger Federer are partners in "Neon Legacy," an initiative which will include various projects that focus on giving back to the community.

BMW models top luxury auto shopper poll, Tesla slides

German automaker BMW's models maintained their lead as the number one high-end vehicle brand among U.S. shoppers in the third quarter, according to "Q3 2022 Kelley Blue Book Brand Watch" report.

Emirates offers buy-now, pay-later option to encourage more premium ticket sales

Middle Eastern airline Emirates, seeking to emulate other industry sectors such as technology and fashion, has teamed up with Uplift, offering potential business and first-class passengers a way to buy their tickets before they have to pay for them in full.

Fendi, Bambuser expands video commerce relationship

LMVH-owned Fendi is extending its "One-to-Many" partnership with live shopping software-as-a-service company Bambuser, expanding video commerce into key markets across the globe.

Invitation to participate: State of the Luxury Market 2023 Survey

Luxury Daily invites you to participate in the State of the Luxury Market 2023 Survey. All respondents will receive the

executive summary of the report, plus a complimentary copy of a new Unity Marketing trend report, "HENRYs in Recession: How Luxury Brands Can Prepare."

[Introducing Luxury Women to Watch 2023](#)

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