

NEWS BRIEFS

Mercedes-Benz US, Klarna and luxury outerwear, luxury travel and experiential retail

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Mercedes-Benz USA worked with celebrity singer Ludacris to bring new footwear to disadvantaged school kids around the United States. Image credit: Mercedes-Benz USA

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 9

[Mercedes-Benz U.S. partners with Shoes That Fit to donate sneakers to disadvantaged school kids](#)

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The initiative was through the Atlanta-based Mercedes-Benz USA's Season to Shine charity campaign for the holidays, supported by nonprofit Shoes That Fit, an organization that gifts children with new footwear for athletics.

[Luxury outerwear brand Mackage enlists Klarna to offer flexible payment to customers](#)

The goal is to offer flexible payment options to buyers of products from the Soia & Kyo and Mackage outerwear brands in line with a global trend among luxury players targeting younger, aspirational audiences.

[Luxury travel, in mark of optimism, to grow 10.35pc next year](#)

The luxury travel industry is set to grow to \$703.14 billion by 2027, per a new report from Technavio.

[Retailers embracing more immersive experiences for shoppers are trending upwards: Placer.ai](#)

Malls, outlets and shop-in-shop concepts were part of this uptick, showing that large retailers that brought in smaller brands to their same location increased traffic.

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