

NEWS BRIEFS

## Day's wrap: Mercedes-Benz, Ferragamo, Longchamp, Rimowa, Four Seasons and Porsche

February 7, 2023



*Ms. Se-jeong is Longchamp's first Korean ambassador. Image credit: Longchamp*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 7:

### [Mercedes-Benz sends relief to Turkey following earthquake](#)

German automaker Mercedes-Benz is among the first of several prominent global brands to contribute to the relief response following a major earthquake near the Turkey and Syria border.

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### [Ferragamo continues FY22 earnings momentum with Trapezio Crossbody release](#)

Thus far, Italian fashion house Ferragamo is making good on an ambitious pursuit of doubled revenues by 2026, having just emerged with strong full-year earnings and a novel accessory.

### [Longchamp announces celebrity ambassador appointment, first-ever Korean talent](#)

French leather goods and accessories brand Longchamp has named singer and actress Kim Se-Jeong as brand ambassador to the Asian region.

### [Rimowa, skate label Palace usher in desert-inspired luggage update](#)

LVMH-owned German luggage brand Rimowa has taken one of its classic suitcases on a journey through the desert, bringing back with it a new design.

### [Four Seasons sets trends with immersive wellness experience in Bora Bora](#)

Hospitality group Four Seasons Hotels and Resorts is capitalizing on the latest trends with the launch of its 'Awaken An Immersive Wellness Experience' offering.

### [Porsche targets Gen Z audience with FaZe Clan partnership](#)

German luxury automaker Porsche is leaning into youth culture through a new multiyear partnership with popular esports lifestyle and media company FaZe Clan.

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