

NEWS BRIEFS

Mercedes-Benz, Ferragamo, Longchamp and Rimowa

February 8, 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 acts early, donating to earthquake relief efforts in Syria, Turkey

German automaker Mercedes-Benz is among the first of a few global luxury brands that have stepped up following a major earthquake near the Turkey and Syria border.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

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.

[Please click here to read the morning newsletter](#)