

NEWS BRIEFS

LVMH and Daniel Roth, Mytheresa, Kering, Mercedes-Benz and Google

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The automaker will become the first to build its own branded navigation experience backed by new in-car data and navigation capabilities from the Google Maps Platform. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 23:

[LVMH continues luxury watchmaking climb with Daniel Roth relaunch](#)

In a move that signals an ongoing pursuit of sector ownership, the group has announced plans to relaunch Swiss watch brand Daniel Roth.

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[Latest Mytheresa fiscal report spells luxury sales slowdown for 2022](#)

Online luxury retailer Mytheresa is pointing to important indicators of company growth in a new fiscal reporting round.

[Kering ushers in second wave of virtual mentorship program aimed at equity](#)

French luxury conglomerate Kering is rounding out Black History Month with the renewal of a dynamic diversity, equity and inclusion initiative.

[New partnership between Mercedes-Benz, Google Maps advances luxury navigation experience](#)

By way of a new partnership, the automaker will become the first to build its own branded navigation experience backed by new in-car data and navigation capabilities from the Google Maps Platform.

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