

NEWS BRIEFS

Day's wrap: Louis Vuitton, Tiffany & Co., Mercedes-Benz and luxury vehicle sales

March 6, 2023



The Horizon Light Up earphones come in five colors, including a blue-to-violet gradient that mimics the gloaming hour. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 6:

[Louis Vuitton delves deeper into wearables with wireless release](#)

French fashion house Louis Vuitton is giving its fans the opportunity to invest in a tech glow-up, having just introduced new gear.

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[Tiffany & Co. names K-Pop singer Jimin as newest brand ambassador](#)

U.S. jeweler Tiffany & Co. is the latest brand to lock into the power of the K-Pop fandom.

[Mercedes-Benz lets drivers emulate racing pros via new lifestyle lineup](#)

German automaker Mercedes-Benz is letting car enthusiasts take the wheel of the brand's latest models while placing racing champions in the passenger seat.

[Luxury models comprise more than 25pc of new vehicle purchases today: Cox](#)

New vehicle purchases in the United States are becoming luxury purchases by default, per new findings from Cox Automotive.

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