

NEWS BRIEFS

Fashion week, virtual reality, Shiseido and Longchamp – News briefs

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Shiseido's new Ultimune serum

By STAFF REPORTS

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Burberry, Tom Ford and others might be transforming their show timings come fall and the Council of Fashion Designers of America may be mulling whether to turn New York Fashion Week into a consumer event, but ticket agents, event planners and scalpers are already giving fashion followers access to runway shows, backstage tours and designer meet-and-greets, reports Women's Wear Daily.

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[Inside the first virtual reality fashion shoot](#)

Here, in an unremarkable swath of what you might call the Upper Garment District, is an office that looks much like any other: a mini-fridge topped with a bottle of sriracha, a couple of swivel chairs, office furniture bestowed by a departing tenant. It does not look like, say, a portal to another world. But in fact, the occupant of this office, photographer Ruvan Wijesooriya, is currently sporting a formidable piece of Tron-like headgear that promises to transport you there, per New York magazine's The Cut

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[Shiseido wants robots to boost factory's output by 50pc](#)

Japanese cosmetics maker Shiseido Co. has lofty goals for its first new domestic plant in 37 years: a 50 percent increase in output with a decline in production costs. And the company plans to do this without adding new workers, says Bloomberg.

[Click here to read the entire article on Bloomberg](#)

[Handbag maker Longchamp bucks luxury goods slowdown](#)

French handbag maker Longchamp enjoyed improved sales growth last year, bucking a slowdown in the luxury goods industry, according to Reuters.

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