

NEWS BRIEFS

Hudson Yards, Maria Grazia Chiuri, beauty marketing and Herms – News briefs

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Dior's fall/winter 2017-2018 women's collection is designed in shades of blue. Image credit: Dior

By STAFF REPORTS

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[The Shops and Restaurants at Hudson Yards signs three luxury tenants](#)

The pieces are falling into place no easy feat for a 28-acre project with 18 million square feet of mixed-use space, reports WWD.

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["I didn't really discover feminism until I was 48": Dior's Maria Grazia Chiuri on using fashion for political ends](#)

"The funny thing," Maria Grazia Chiuri tells me over the phone from one of her two book strewn offices overlooking a fountain in the Rue Francois 7er in Paris, "is that I didn't really discover feminism until I was about 48 (she's now 53), largely thanks to my daughter Raquele," per The Telegraph.

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[Established beauty companies are now turning to Kim Kardashian for business advice](#)

In its mere six-month existence, KKW Beauty has proven itself a force to be reckoned with. Since launching with contour kits in June, Kim Kardashian's fledgling direct-to-consumer makeup company has launched additional face and lip products (as well as three fragrances), racking up tens of millions in sales, all while bucking traditional beauty industry norms and business practices, says Fashionista.

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

[Herms Birkin auctioned for a record \\$382K in Hong Kong](#)

Fans of the iconic Herms Birkin bags are beating the long waiting list by scoring the bags at auctions. The much sought-after Birkins have been continuously breaking auction records, according to South China Morning Post.

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