

NEWS BRIEFS

## Day's wrap: Mercedes, Anya Hindmarch, Bentley, MadaLuxe Vault, Azzedine Alaia and Shiseido

December 13, 2017



*Anya Hindmarch was the first accessories brand to present at London Fashion Week. Image credit: Anya Hindmarch*

By STAFF REPORTS

Luxury Daily's live news from Dec. 13:

[Mercedes contrasts futuristic designs with Christmas traditions](#)

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German automaker Mercedes-Benz is emphasizing the futuristic characteristics of its EQ concept by contrasting the model with never-changing holiday traditions.

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[Anya Hindmarch to trial see-now, buy-now via consumer happenings](#)

British accessories maker Anya Hindmarch will no longer present its latest collections during London Fashion Week.

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[Bentley's correlation to Britishness explored in new book](#)

British automaker Bentley Motors is bringing its extraordinary spirit to the printed page.

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[MadaLuxe Vault aims to reinstate luxury experience at off-price level](#)

MadaLuxe Group has opened its first luxury off-price retail location in Los Angeles to offer consumers premier brands within a boutique setting.

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[London Design Museum to honor Azzedine Alaia's haute couture contributions](#)

Tunisian fashion designer Azzedine Alaia will be the subject of an exhibition at the London Design Museum, a project that was in the works prior to creative's unexpected passing in November.

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[Shiseido beta testing real-time personalization strategy](#)

Japanese beauty marketer Shiseido is leveraging an Internet of Things solution to deliver personalized skincare to consumers.

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