

NEWS BRIEFS

Tom Ford, the French Alps, Este Lauder and Tokyo – News briefs

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Moncler Ski collection winter 2018. Image credit: Moncler

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Today in luxury:

[Tom Ford's New York days](#)

It has been a solid decade since Tom Ford launched his men's wear collection, but, with the exception of a formal show to mark the opening of his London store, he has opted to present his men's collections in intimate presentations, per Women's Wear Daily.

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[Are luxury American hotels spoiling the ambience of the French Alps?](#)

If friends have bored you senseless with tales of transatlantic ski holidays, point them back to France, where two of the season's biggest hotel openings are imports from across the Pond, reports The Telegraph.

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[Este Lauder fights short attention spans in online makeover](#)

For cosmetics companies like Este Lauder Cos., the window of time to capture an online customer is approximately 5 seconds, says Bloomberg.

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[Luxury brands revamp Tokyo stores to cash in on spending spree](#)

Several European luxury fashion brands are racing to upgrade their flagship Tokyo stores in a bid to cash in on brisk spending in the Japanese capital. Giorgio Armani and Louis Vuitton both plan complete overhauls of their stores in

Tokyo's upmarket Ginza district ahead of the 2020 Summer Olympics in the city, while Chanel completed its renovation recently, according to Nikkei.

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