

NEWS BRIEFS

## Saks, Shiseido, Michael Kors, virtual reality, McLaren and Tradesy – Live news

April 3, 2018



*More than a hundred thousand credit card numbers have already been released with more likely to follow. Image credit: Saks Fifth Avenue*

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By STAFF REPORTS

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Saks customers' credit card data stolen in breach

A group of cybercriminals have stolen more than 5 million credit card numbers from customers at Saks Fifth Avenue and Lord & Taylor in a major security breach.

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Shiseido makes strategic investment in beauty retailer Violet Grey

Japanese beauty group Shiseido has made a strategic investment in beauty retailer Violet Grey, expanding the group's presence in the U.S. market.

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At Shanghai Fashion Week, virtual reality takes center stage

Virtual reality continues to infuse every aspect of global luxury and fashion, including the runway.

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Michael Kors swings into sports branding with golf sponsorship

U.S. fashion label Michael Kors is entering the world of golf thanks to its new sponsorship of champion Charl Schwartzel.

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Tradesy to establish full concierge service after acquiring Fitz

Women's fashion resale marketplace Tradesy has acquired Fitz, an in-home service that helps consumers organize

their closets and meet with personal stylists.

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McLaren exploits brand perception for April Fool's Day effort

British automaker McLaren embraced the April Fool's Day spirit with a humorous video poking fun at the brand's exacting reputation.

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