

NEWS BRIEFS

Celine, Bergdorf Goodman, Balenciaga and Mercedes – News briefs

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Hedi Slimane's Celine. Image credit: Celine

By STAFF REPORTS

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Today in luxury:

[A runway show at LVMH's Celine just shifted luxury's landscape](#)

Star designer Hedi Slimane revealed his first collection for LVMH's Celine brand in Paris Friday in the most anticipated runway show of September's fashion weeks, reports Bloomberg.

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[Bergdorf Goodman partners with Alpaca del Peru for curated pop-up](#)

One could say it is the year of the alpaca. And as brands and retailers increasingly seek ways to advance and embrace sustainability, alpaca has emerged as a viable alternative for designers and consumers craving the look and feel of natural fur in lieu of chemical-laden synthetics, according to Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Fashion-tech at Balenciaga](#)

The brand is not a project Demna Gvasalia will remold according to his whims. Instead, he is polishing and perfecting, refining a world, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Mercedes is developing an app that tells drivers where it's safe and unsafe to park](#)

In addition to choosing the quickest and easiest route to a given destination based on road construction and traffic reports, navigation systems in tomorrow's cars could well tell you which are the safest and least safe areas in which

to drive and park a car, says Forbes.

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