

NEWS BRIEFS

Beauty at NYFW, Mercedes, beige and Ralph Lauren – News briefs

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MAC's Art Library collection. Image credit: MAC

By STAFF REPORTS

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[NYFW Fall 2019: Beauty collections making debuts at the shows](#)

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Backstage is where the beauty magic happens, and brands are gearing up to unveil their latest this season. Below, the key launches hitting the catwalk during fashion month.

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[Mercedes-Benz Q4 profits hit by trade war](#)

Daimler said its fourth-quarter operating profit fell 22 percent as trade wars and ballooning costs for developing electric and self-driving cars hit profits at Mercedes-Benz cars.

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[How beige became 2019's power color](#)

In fashion circles, beige has long had a bad rap. Editors typically refer to certain shades of beige as “camel”, which conjures a sleek Carolyn Bessette-Kennedy, rather than support tights.

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[Ralph Lauren's plan to lure younger shoppers: Hype](#)

Ralph Lauren isn't just about plain polo shirts and peacoats anymore. It's about the hype. Looking for some buzz, the 52-year-old fashion house using tactics straight from the “hypebeast” playbook—industry slang for shoppers who obsess about clothes that get extensive publicity.

[Click here to read the entire story on Bloomberg](#)

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