

NEWS BRIEFS

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

February 7, 2019



MAC's Art Library collection. Image credit: MAC

By STAFF REPORTS

Today in luxury:

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

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

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.

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

[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.

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

[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.

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

[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](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.