

NEWS BRIEFS

Barneys, Hugo Boss, Value Retail and in-car VR – News briefs

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The Bicester Village Shopping Collection takes its name from the group's "crown jewel." Image credit: Bicester Village

By STAFF REPORTS

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Today in luxury:

[Barneys bankruptcy lenders extend bid deadline until Tuesday](#)

Barneys New York Inc.'s lenders extended until Tuesday a deadline for the luxury retailer to clinch an offer from a buyer, reports the Wall Street Journal.

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[Hugo Boss can't compete when luxury is all about handbags](#)

Just 24 hours after LVMH reported knockout sales growth, Hugo Boss AG has provided a sober reminder that the luxury sector's spoils will not be spread evenly, per Bloomberg.

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[Bicester Village plans New York presence](#)

It's the most popular destination in England for Chinese tourists after Buckingham Palace. Now, it's coming to New York, according to Business of Fashion.

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[Audi's Holoride launches in-car virtual reality](#)

Holoride, a start-up spun out of luxury carmaker Audi, has teamed up with Ford and Universal Pictures to showcase the world's first "in-car virtual reality experience," says the Financial Times.

[Click here to read the entire article on the Financial Times](#)

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