

NEWS BRIEFS

Amazon, Bergdorf Goodman, Venezuela and Mercedes – News briefs

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Linda Fargo captured for Bergdorf Goodman's magazine

By STAFF REPORTS

Today in luxury marketing:

[Amazon's fashion push is starting to take hold with shoppers](#)

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Amazon has been pushing for a larger share of apparel retail, and it looks like the efforts are paying off, according to Women's Wear Daily.

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[How I broke into fashion: Bergdorf Goodman's Linda Fargo](#)

Regarded as the "eyes of Bergdorf Goodman," Linda Fargo is responsible for shaping the visual identity of the legendary New York department store in her role as senior vice president of the fashion office and store presentation, per Business of Fashion.

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

[Shaming "Chavistas": Venezuela activists decry officials' luxury lifestyles](#)

One is shown blowing a kiss from a private jet. Another is seen posing in front of a store of luxury jeweler Cartier in China. Others grin as they tuck into a plate of lobster or a massive birthday cake, says Reuters.

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[How Mercedes plans to recapture its early lead in robo-cars](#)

Three decades ago, an experimental Mercedes-Benz van managed to steer, brake and accelerate on its own. But after the technology was refined enough to put an S-Class sedan through its paces on a highway around Paris in 1994, it was largely set aside as commercially unviable, reports Bloomberg.

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