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NEWS BRIEFS

## Audi, brandalism, Emirates and Oscar de la Renta – News briefs

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*Audi reveals its Q8. Image credit: Audi*

By STAFF REPORTS

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Today in luxury:

[Audi Q8 SUV revealed: Luxury SUV market gets new 5-passenger model](#)

Audi revealed a brand-new luxury SUV called the Q8, aiming to attract customers who are ditching passenger cars for bigger vehicles, says USA Today.

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

[Why brandalism has become a luxury brand's new best friend](#)

With the blueprint for luxury fashion retail sprouting unprecedented new contours - fueled both by streetwear's freshly gilded edge and millennials' disregard for heritage without innovation, edge or obvious purpose - it's perhaps unsurprising that an appreciation of off-piste brand behavior is booming, per Forbes.

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

[Emirates, synonymous with luxury, wants more legroom farther back](#)

Emirates aircraft are synonymous with luxury, offering premium-class passengers shower on board and a bar while cruising at 30,000 feet. Now the carrier wants to give some legroom for those flying coach, as reported on Bloomberg.

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

[An Oscar de la Renta boutique pops up in Mykonos' Nammos Village](#)

Oscar de la Renta has just opened its first pop-up boutique on Mykonos following in the footsteps of labels including Off-White, Missoni, Gucci and Chanel, according to Women's Wear Daily.

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

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