

NEWS BRIEFS

## Amex, Mercedes, Audemars Piguet and New York Fashion – News briefs

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*The new Starwood Luxury card is offering 100,000 points until October 31, 2018. Image credit: American Express*

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By STAFF REPORTS

Today in luxury:

[Earn 100,000 points with the new Amex luxury SPG card](#)

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One of the most exciting things to come out of the Starwood/Marriott merger is the launch of the brand new Starwood Preferred Guest American Express Luxury Card. The card's \$450 annual fee is more than offset by the current sign-up bonus. Through Oct. 31, 2018, new applicants will earn 100,000 points after spending \$5,000 in the first three months, which is tied for the highest offer we've seen from any co-branded SPG card, says Forbes.

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

[Mercedes challenges Tesla with an all-electric SUV](#)

Mercedes-Benz unveiled its first fully electric SUV today in Stockholm, the first in a long line of electric vehicles the automotive juggernaut will roll out over the coming years as part of its new EQ sub-brand. The EQC will run to 60mph in under five seconds, packs a tech-heavy punch and when it enters production in 2020, it will find itself in a world of increasingly fierce competition, according to Wired.

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

[Swiss watchmaker Audemars Piguet to boost revenue by taking sales inhouse](#)

Swiss watch brand Audemars Piguet wants to totally control the distribution of its luxury watches, cutting out third-party multibrand retailers, within three to five years, its head told Reuters, adding the integration would boost sales, Per Reuters.

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

[New York Fashion show spotlights adaptive fashion](#)

Amid a week of shows dominated by brands like Calvin Klein and Tom Ford, the Runway of Dreams Foundation

gave a presentation on devoted to looks created specially for people with physical challenges, reports Business of Fashion.

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

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