



Swarovski Launches At Amazon Fashion Across Europe

September 13, 2017



UK, September 13th 2017: Amazon customers can now browse and shop Swarovski from Amazon's five Fashion Stores across Europe and via dedicated Brand Stores at Amazon.co.uk (www.amazon.co.uk/Swarovski), Amazon.de (www.amazon.de/Swarovski), Amazon.fr (www.amazon.fr/Swarovski), Amazon.it (<http://www.amazon.it/Swarovski>) and Amazon.es (www.amazon.es/Swarovski).

Amazon Fashion first started selling jewellery in 2007 and has built up a large portfolio covering everything from designer jewellery to wedding and engagement collections, gemstones, and diamonds. The new online Swarovski Brand Stores across Europe offer over 170 different classic and new season pieces. Styles available include the iconic 'Swan Collection' with Swarovski's legendary swan motif and a selection from the 'Remix Collection'. 29 different styles of watches are also available including Swarovski's new collection of timepieces which all pay homage to a long heritage of master craftsmanship. Jewellery price points range from £45 to £199 and for watches, from £199 to £299.

"We have millions of customers shopping for jewellery and watches from our European websites." said Susan Saideman, Vice President of Amazon Fashion Europe. "Amazon customers love Swarovski so we are delighted to launch these stores to make it easy for our customers to browse and shop this iconic brand from our European Fashion Stores and Swarovski Brand Stores."

Since 1895, founder Daniel Swarovski's mastery of crystal cutting has defined the company. His enduring passion for innovation and design has made Swarovski the world's premier jewellery and accessory brand. Today, the family carries on the tradition of delivering extraordinary everyday style to women around the world. From inspiration brief to collection launch, Swarovski's creative process is uniquely prolific. With a focus on trend curation, design and meaningful branding, every piece tells a story and embodies over 120 years of mastered craftsmanship. The continuous evolution of material and technique makes Swarovski the leader of crystal cut creations.

"Swarovski is delighted about this cooperation and the opportunity to work together with an extraordinary brand like Amazon Fashion. We are looking forward to captivating the minds of the digital fashion jewellery consumer together." Said Robert Buchbauer, Swarovski Executive Board Member.

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For further information, images and sample requests please contact: amazonfashion@ideasnetwork.co.uk

NOTES TO EDITOR

Amazon Fashion Social media (EU)

Instagram: www.instagram.com/amazonfashioneu

Facebook: www.facebook.com/amazonfashioneu

YouTube: www.youtube.com/amazonfashioneu

Pinterest: www.pinterest.com/amazonfashioneu

Around the world Amazon is a patron of the British Fashion Council and sponsors Amazon Tokyo Fashion Week and Amazon India Fashion Week.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.