



Amazon Fashion Hosts A 'first of its kind' pop-up shopping experience offering the latest trends for the season, plus a whole lot more

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UK: 12th October 2018: Amazon Fashion opens the doors to its first ever UK pop-up store located on Baker Street London. The pop-up will be open from Tuesday 23rd until Saturday 27th October. Showcasing a different curation of men's and women's fashion items and top brands every other day, Amazon Fashion will host an array of talent with activities throughout the week to excite and entertain its visitors.

"We are extremely excited to be opening our first ever UK pop-up store for fashion. We have curated a selection of top brands and key fashion items, which we think our customers will love, all of which can be purchased virtually through the Amazon app or physically in store. With the ongoing schedule of activities taking place throughout the week, we hope our pop-up shop will be an exciting and inspiring way to shop for fashion." Said Susan Saideman, Amazon Fashion Vice President for Europe.

At the Amazon Fashion Hosts pop-up, each day will offer a different experience for customers. On Tuesday and Wednesday, an Autumn/Winter trend edit will be showcased within the store across both menswear and womenswear. Pepe Jeans denim customisation will take place on the first night with a DJ performance from Charlotte de Carle, followed by an evening of beauty with a trend panel discussion hosted by Vogue Beauty and Lifestyle Director, Jessica Diner on night two.

Thursday will see the focus shift to fitness and wellbeing with a showcase of the best sports and athleisure-wear Amazon Fashion has to offer, with yoga sessions from Ella Mills, founder of Deliciously Ella and individually tailored advice from one of Louise Parker's team of expert dieticians.

On Friday and Saturday, a selection of men's and women's denim, party and streetwear inspired pieces will be showcased within the pop-up store, with a live acoustic set from Tom Grennan on Friday and a live acoustic set from NAO on Saturday night.

All products can be purchased in store, or virtually purchased using Amazon's 'SmileCode' scanning technology via the Amazon Mobile App, to be sent to customers' home, work or Amazon locker collection address. Though the fashions will change every other day, Amazon Fire tablets showing the entire curated range for the week, will fill the store, ensuring customers don't miss out on any of the looks.

Amazon Fashion stylists will be on hand within the store throughout the week to talk customers through the collections, help with sizing or fit queries and offer their styling expertise. Brands available throughout the week include, Calvin Klein, Tommy Hilfiger, Vans, Levi's, Paul & Joe, Gestuz, LOVE Moschino, Aldo, Antik Batik and Filippa K, as well as Amazon Fashion's Private Brands such as; find., Truth & Fable and Meraki.

The 3,000+ square foot contemporary store features floor-to-ceiling windows at street level and elegant wooden floors. Key in-store features include a life-size 'picture perfect' neon Amazon 'smile' seat with neon signage. With different design concepts that can be seen through the Living Window during the week, such as a juice bar and 'live wall' on Thursday to compliment the sports and athleisure-wear offering and a 'backstage' themed window offering makeovers and hair styling for customers surrounded by flight cases and gig props for Friday and Saturday's acoustic performances with Tom Grennan and NAO.

The Amazon Fashion Pop-Up edit is available to shop now at amazon.co.uk/amazonfashionhosts where customers can enjoy free returns and a wide range of convenient delivery options including unlimited one-day delivery for Amazon Prime members.

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For more information, please contact: amazonfashion@modusbpcm.com

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

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