

Amazon Fashion Launches Prime Wardrobe, its 'Try Before You Buy' Service

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Luxembourg, 30 October 2018: Today, Amazon Fashion has launched its 'try before you buy' service, Prime Wardrobe, which aims to make shopping for fashion more convenient than ever. Available exclusively to Amazon Prime members, Prime Wardrobe allows members to have their favourite fashion products delivered free of charge, try them on at home, and only pay for the items they decide to keep.

To make a Prime Wardrobe order, Amazon Prime members should visit www.amazon.co.uk/primewardrobe, where they can browse thousands of eligible fashion products in women's, men's, and children's, including clothing, shoes, bags, and accessories. Members then select between three and eight items for free delivery and no upfront charge. On receipt of their order, members have seven days to decide what they love and then pay only for what they want to keep and return the rest. Returning unwanted items is free and easy with a resealable bag and prepaid label.

"Whether you want to try out some new wardrobe staples, the latest seasonal trends, or need new clothes for the family with the option to try multiple sizes, colours, and styles – Prime Wardrobe makes shopping at Amazon easier than ever" said Susan Saideman, Vice President of Amazon Fashion Europe.

"Fit is an important factor when it comes to buying clothes and shoes, and with Prime Wardrobe, Amazon Prime members can try their purchases in the comfort of their own home at no extra cost" said Xavier Garambois, Vice President of Amazon EU Retail. "We are excited to bring this service to Amazon Prime members in the UK following its successful launch in the US in June."

Fashion brands available from the new Prime Wardrobe service include Calvin Klein, Tommy Hilfiger, Levi's, Esprit, Miss Selfridge, Lacoste, Love Moschino, New Look, Aldo, Puma, Ted Baker, New Balance, LK Bennett, Vans, Pepe Jeans, French Connection, and more. Amazon's private label fashion brands, which are exclusive to Amazon, are also available with Prime Wardrobe and include selection from find., (Amazon's street style inspired fashion range for men and women), Iris & Lilly (lingerie and swimwear), Truth & Fable (women's occasion wear), Meraki (elevated basics for men and women), and athleisure brand Aurique.

To celebrate the launch of Prime Wardrobe, Prime members can benefit from an introductory offer where they save £5 when they keep products worth £100 or more and save £20 when they keep products worth £200 and more. For full details of the introductory offer visit www.amazon.co.uk/pw-promo.

Every Day Made Better with Prime

Prime was designed to make your life better every single day and was built on the foundation of unlimited fast delivery. For just £79 per year or £7.99 a month, Prime members receive unlimited One-Day Delivery on millions of items across all categories; unlimited Same-Day Delivery on more than a million items in London, Surrey, Berkshire, Birmingham, Bristol, Manchester, Liverpool, Leeds, Milton Keynes, Glasgow, and Edinburgh; and same-day delivery slots with Prime Now at no extra charge between 8am and 10pm across more than 30% of the U.K. population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire. Over 100 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery. In the U.K. that includes unlimited access to award-winning movies and TV episodes with Prime Video; unlimited access to over 2 million songs with Prime Music; unlimited access to thousands of books and magazine with Prime Reading; unlimited photo storage with Prime Photos; access to Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. Start a free trial of Amazon Prime at amazon.co.uk/prime.

ENDS

For further information, please contact pressoffice@amazon.co.uk or call 020 3942 1793.

NOTES TO EDITOR

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.

About Amazon Fashion

Amazon Fashion has a simple ambition – to be each customers' most loved fashion destination. In the UK, Amazon started selling fashion in 2007 with the launch of shoes and jewellery and watches, and in 2008 with the launch of clothing. Today, customers can find millions of fashion items at Amazon.co.uk/fashion including clothing, shoes, and accessories with thousands of brands for men, women, children, and babies.

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