

Amazon Fashion Announces the Expansion of “Luxury Stores” to Europe

June 8, 2022

luxury stores



Luxury Stores at Amazon launches in Europe with a selection of international fashion brands including Elie Saab, Christopher Kane, and Dundas

Customers in Europe will be able to discover Luxury Stores through an inspiring global campaign titled 'Luxury out of the Box', starring Kristen McMenemy and Precious Lee



LUXEMBOURG – June 8, 2022, 9am CET: Today, Amazon Fashion announced the expansion of Luxury Stores to Europe, bringing the Amazon Fashion shopping experience first introduced in the US in September 2020 to Amazon customers in the UK, Germany, France, Italy, and Spain. Luxury Stores at Amazon will offer ready-to-wear collections from both established and emerging luxury fashion brands, including Christopher Kane, Dundas, Elie Saab, Mira Mikati, Rianna+Nina, Boglioli, Jonathan Cohen, and Altuzarra, at [Amazon.co.uk/luxurystores](https://www.amazon.co.uk/luxurystores) with more fashion and beauty brands coming in the future

"We're delighted to be offering more choice to our European customers with the launch of Luxury Stores at Amazon, where they can browse an inspiring range of luxury styles for all occasions, from established designers such as Elie Saab to emerging brands like Mira Mikati," said Ruth Diaz, VP Amazon Fashion Europe. "Fashion is an area where we continue to innovate and add selection, and we're always looking for opportunities to offer our diverse, fashion-engaged customers more of their favourite brands and styles. This is just the beginning, and we look forward to continuing to support brands with innovative tools and resources so they can share their latest collections and unique stories with our customers across Europe season after season."

Luxury Stores at Amazon combines the trust and convenience that customers have come to know and love from Amazon such as fast and free shipping with an elevated experience that provides customers the opportunity to discover luxury fashion products. Collections are sold directly from the participating brands and designers, and brands make decisions independently regarding their inventory, selection, and pricing. Amazon offers the tools and technology to create and personalise original content in each of their unique brand voices to engage and inspire, opening a new door for designers and brands to access existing and new luxury customers. Customers in Europe and the US can experience Luxury Stores on multiple devices – on the Amazon mobile app, their desktop and on their mobile and tablet browsers.

"Brands within Luxury Stores at Amazon are able to speak authentically about their collections to our customers, empowering customers to define luxury for themselves", said Vice President of Amazon Seller Services, Xavier Flamand. "Amazon focuses on providing brands and designers with innovative resources

including motion graphics and enhanced auto play imagery, to further share their stories and connect to a fashion-engaged customer base.”

Luxury Stores at Amazon launches in Europe with an 'out-of-the-box' campaign shot by Angelo Pennetta, styled by Charlotte Collet, and featuring Kristen McMenemy, Precious Lee, Leon Dame, and Dara. With this campaign, Amazon invites customers to get ready for an epic summer where individuality and self-expression are celebrated and luxury fashion is redefined. Throughout the year, customers can also discover Luxury Stores at Amazon on Instagram [@amazonluxurystores](#), where a global network of style ambassadors - creatives, thought leaders, and tastemakers such as [Imaan Hammam](#), [Shiona Turini](#), [Tommy Dorfman](#), [Serge Ibaka](#), [Tina Kunakey](#) and [Camille Rowe](#) - will be sharing their own inspiring content, reinterpreting luxury in their own, unique style.

Since unveiling Luxury Stores at Amazon with iconic fashion house Oscar de la Renta, the US store now includes an extensive and diverse range of global fashion and beauty brands, and is constantly exploring new and exciting ways to engage customers. In 2021, Luxury Stores introduced an exclusive collaboration between Oscar de la Renta and Clé de Peau Beauté, delighting fashion and beauty customers alike. This followed “Smile! It’s Summer”, featuring Paloma Elsesser, Georgia May Jagger, and Luka Sabbat, with Tyler Mitchell as photographer and director, creating a feel-good campaign that continued to set the tone for Luxury Stores at Amazon.

“It is a pleasure to collaborate with established and emerging brands for Amazon Luxury Stores,” said Sally Singer, Head of Fashion Direction. “We have a unique opportunity to bring directional, inclusive storytelling and technology to the business of fashion with exciting opportunities for designers and customers alike.”

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NOTES TO EDITOR

Amazon Fashion Social media (EU)

Instagram: www.instagram.com/amazonfashioneu

Instagram: www.instagram.com/amazonluxurystores

About Amazon Fashion

Amazon Fashion is a one-stop destination for head-to-toe style. Customers can find apparel, shoes, accessories, jewellery, watches, handbags, and luggage from a wide range of designer, contemporary, and emerging brands for any occasion, any style and any budget. Amazon Fashion continues to expand its wide selection and create new experiences on behalf of its customers, including Prime exclusive programs like [Prime Try Before You Buy](#), allowing you try before you buy – where , and [The Drop](#), an innovative shopping experience that gives customers access to limited-edition street-style collections designed by fashion influencers around the world. Amazon Fashion aims to reinvent shopping for fashion and uses technology to serve customers with products and brands that are relevant to them. For more information, please visit amazon.co.uk/fashion.

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. Amazon strives to be Earth’s Most Customer-Centric Company, Earth’s Best Employer, and Earth’s Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow @AmazonNewsUK