



Amazon, proud partner of UEFA Women's Football, launches all-new Women's Football Store: A single destination for everything needed to train, play and recover, curated by women, for women and girls

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LONDON – March 11, 2024: Amazon, proud partner of UEFA Women's Football, has launched its all-new [Women's Football Store](#). From today, female football enthusiasts and players in UK can shop a wide selection of quality products needed to train, play and recover from leading sporting brands.

The storefront features over a thousand quality products from shin guards to sports nutrition, training vests to trophies, and sports tape to cold compresses, with the selection curated by an all-women team, for women and girls. In addition, later this year, Amazon will become home to the first Official UEFA Women's Champions League online store, including tournament merchandise.

Maria Giulia Biguzzi, Head of Amazon's EU Fanshop, adds: "Across the globe, we're seeing huge excitement and support for women's football, with crowds and media coverage at record levels, more young girls getting into grassroots football, and heightened interest and demand for women's football kits, apparel and equipment. As proud partners of UEFA Women's Football, we are committed to using our scale to drive even more momentum for the women's game, and our Women's Football Store makes it even easier for customers to access whatever they might need, knowing that they're shopping a quality selection and that it'll arrive fast, in time for their next match."

Ahead of the UEFA Women's Champion's League knockout stages, Amazon has kicked off a European-wide brand campaign, featuring real players, which is rooted in the insight that playing women's football unleashes confidence and self-assurance¹ on and off the pitch. Hitting screens this Spring, Amazon's new brand advert '[The Grit](#)', directed by BAFTA nominated director Molly Manning Walker – and founder of football team Babe City FC – celebrates the skill, spirit and sheer quality in the women's game today. Grassroot footballers play a leading role and show their passion, tenacity and camaraderie, on and off the pitch, with the brand advert encapsulating that it is the women and girls of today bringing the 'grit' to the beautiful game... Amazon just plays a supporting role, offering a wide selection of quality products needed to train, play and recover.

For more details visit the Amazon Women's Football Store at Amazon.com/womensfootballstore

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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. 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.

¹ [UEFA Women's Football's Turbo-Charging Women's Football Report](#) acknowledges that sport is widely recognised for its numerous health benefits, both physically and mentally, with football, in particular, found to promote well-being and personal growth in individuals.