



## Amazon.co.uk teams up with Model Mary Charteris to Launch Premium Fashion Store

December 3, 2012

[www.amazon.co.uk/premium](http://www.amazon.co.uk/premium)

Luxembourg – 3 December, 2012 – Amazon.co.uk has today launched a new store dedicated to premium women's fashion giving customers a destination to shop for their favourite designer brands with free UK delivery and 30 day free returns. The store launches on the day predicted to be the busiest online shopping day in the UK this year – Cyber Monday - and the first day of Vogue Online Fashion Week 2012 sponsored by Amazon.co.uk.

Model of the moment and fashionista Mary Charteris was selected by Amazon.co.uk to showcase the new collection. A young and exciting fashion icon, DJ, and niece of world renowned artist and designer Daphne Guinness, Mary models a range of items available to buy from the new Premium Store [www.amazon.co.uk/premium](http://www.amazon.co.uk/premium).

"The new store brings together the latest, must-have women's fashion brands and marks the introduction of some of our favourite US denim brands at Amazon.co.uk" said Jessica Brown, Head of Fashion at Amazon.co.uk Ltd. "In addition to big name labels like 7 For All Mankind, the store also offers cult denim labels such as Siwy, giving customers a great breadth of designer styles to choose from."

Amazon.co.uk's Premium Store includes denim, lingerie, dresses, and outerwear and from launch will feature brands including 7 For All Mankind, Hudson, Joe's Jeans, Pringle, Eva Franco, Mimi Holliday, Princess Tam Tam and many more.

"We are working with a growing number of exciting fashion brands across Europe as demand from our customers for premium fashion increases," said Francois Saugier, Director, EU Apparel at Amazon. "We will continue to regularly add new brands and styles so that customers can find and buy all the latest fashions at the click of a button."

### -ENDS-

For more information please contact Harriet Robinson at Mission PR, [harrietr@thisismission.com](mailto:harrietr@thisismission.com) or 020 7845 7800.

### About Amazon.co.uk

Amazon.co.uk opened its virtual doors in October 1998 and strives to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavours to offer its customers the lowest possible prices.

Amazon.co.uk and other sellers offer millions of new, refurbished and used items in categories such as Baby, Books, Car & Motorbike, Clothing, DIY & Tools, DVD, Electronics & Photo, Grocery, Health & Beauty, Home & Garden, Jewellery, MP3, Music, Musical Instruments & DJ, Office, PC, Pet Supplies, Shoes, Software, Sports & Leisure, Toys & Games, Video Games and Watches.

Kindle Paperwhite is our most-advanced e-reader with 62% more pixels and 25% higher contrast, a patented built-in front light for reading in all lighting conditions, extra-long battery life, and a thin and light design. The new latest generation Kindle, the lightest and smallest Kindle, now features new, improved fonts and faster page turns. Kindle Fire HD is our most advanced tablet, with a stunning customised high-definition display, exclusive Dolby audio with dual stereo speakers, high-end laptop-grade Wi-Fi with dual-band support and dual antennas/MIMO, enough storage for HD content, and the latest generation processor and graphics engine. The all-new Kindle Fire features a faster processor for 40% faster performance, twice the memory, and longer battery life.

Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business.

Amazon.co.uk is a trading name for Amazon EU S.à.r.l, Amazon Services Europe S.à.r.l and Amazon Media EU S.à.r.l. All three are wholly owned subsidiaries of global online retailer Amazon.com, Inc (NASDAQ:AMZN), located in Seattle, Washington. Amazon and its affiliates operate websites, including [www.amazon.com](http://www.amazon.com), [www.amazon.co.uk](http://www.amazon.co.uk), [www.amazon.de](http://www.amazon.de), [www.amazon.co.jp](http://www.amazon.co.jp), [www.amazon.fr](http://www.amazon.fr), [www.amazon.ca](http://www.amazon.ca), [www.amazon.cn](http://www.amazon.cn), [www.amazon.it](http://www.amazon.it), and [www.amazon.es](http://www.amazon.es). As used herein, "Amazon.com," "we," "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

### Forward-Looking Statements

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among others, risks related to competition, management of growth, new products, services and technologies, potential fluctuations in operating results, international expansion, outcomes of legal proceedings and claims, fulfillment center optimization, seasonality, commercial agreements, acquisitions and strategic transactions, foreign exchange rates, system interruption, inventory, government regulation and taxation, payments and fraud. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.