



Amazon Opens Multi-Million Pound Fashion Photography Studio in London

July 23, 2015

Amazon Opens Multi-Million Pound Fashion Photography Studio in London

Suki Waterhouse announced as brand ambassador for Amazon Fashion for Europe Autumn/Winter 15

Sales of fashion products across Amazon's European business exceeded 30 million items during Q2

London, July 23rd 2015: Today, Amazon officially opened its new multi-million pound fashion photography studio in Shoreditch, London. British actress Suki Waterhouse attended the opening as the new brand ambassador of Amazon Fashion for Europe Autumn/Winter 2015. Today's opening comes as customers across Europe are increasingly choosing Amazon for their fashion shopping - Amazon revealed today that it has sold more than 30 million fashion products across Europe in the last quarter alone (1st April - 30 June).

Our aim is to make Amazon the best place to buy fashion online," said Sergio Bucher, Vice President of Amazon Fashion EU. "The opening of our new fashion studio, in the heart of one of the leading fashion capitals of the world, illustrates our ambitions. We are committed to providing a first class customer experience and our new studio will enable us to produce more than half a million images a year as our fashion business continues to grow."

The new Amazon Fashion Photography Studio is one of the largest of its kind in Europe. At 46,000 sq ft, it houses 22 individual photography bays, a large state of the art editorial suite, video editing facilities, a creative fashion library, and office space for Amazon's growing team of fashion creatives.

We are delighted to be working with fantastic talent such as photographer Cass Bird, stylist Julia Sarr-Jamois, and Suki Waterhouse in our first advertising campaign for Amazon Fashion Europe," said Juliet Warkentin, Director of Brand and Creative, Amazon Fashion EU. "We believe people should express their individuality through fashion and embrace their personal style. We love Suki's attitude to fashion."

Fashion is one of Amazon's fastest growing categories and its business is expanding rapidly across Europe with dedicated fashion stores on its UK, France, Italy and Spain websites. Last year Amazon added more than 100 new fashion brands to its offering. Amazon customers can browse thousands of fashion products from specially curated stores for Clothing, Shoes, Jewellery, and Watches - from brands including Hugo Boss, Gucci watches, Emporio Armani, Calvin Klein, Tommy Hilfiger, 7ForAllMankind, American Retro, Petite Bateau, Levi's, and Lacoste. Customers ordering fashion items from Amazon benefit from its unlimited shelf space enabling increased stock availability, free returns, and a wide range of convenient delivery options including unlimited one-day delivery with Amazon Prime.

The new Amazon Fashion Photography Studio is situated on Geffrye Street in Shoreditch, London. The building is leased from Transport for London, and has undergone six months of restoration to be transformed into studio space. 35 new permanent roles have been created at the studio and up to 75 will also be brought in to support seasonal demand.

This new studio is the latest investment by Amazon in London. Amazon recently completed the move of its 2,000 corporate employees to three offices in the capital. Construction of a new corporate office at Principal Place in Shoreditch is underway and is scheduled to open in 2017. With the opening of that building, Amazon will have total capacity for over 5,000 employees in London.

-ENDS-

For more information about Amazon's fashion business and images of the new Fashion Photography Studio please contact amazonstudio@thisismission.com or email Katie Keenan, kkeenana@amazon.co.uk. For imagery and video content visit <http://www.image.net/amazonfashionstudiolaunch>.

Follow Amazon Fashion Europe on Instagram [@amazonfashioneu](https://www.instagram.com/amazonfashioneu)

Amazon Fashion Europe in Numbers:

-
- At **46,000** sq ft, Amazon's new EU Fashion Photography studio could fit **120 fashion catwalks** inside it
-
- More than **30 million** fashion products were sold by Amazon across Europe in Q2 2015
-
- More than **152,000** man hours of construction took place during **6** months to create Amazon's multi-million pound European photography studio
-
- More than **4,000** items of clothing are steamed each month at Amazon's new European Photography Studio to prepare the items for imaging
-
- During its busiest week to date, Amazon.co.uk sold more than **2 million** items of fashion (clothing, shoes, jewellery, and watches)
-
- More than **500,000** images will be captured each year at Amazon's new EU fashion photography studio
-
- More than **60** camera lenses will be shooting from Amazon's European fashion photography studio at peak times
-
- **132** editing computers help upload images to Amazon's fashion sites across Europe
-
- The cabling for the photography equipment at the new studio could make **12 trips around the equator**
-
- **350 young creatives** will visit Amazon's new fashion photography studio on 25th July for the Dazed Fashion Forum - a series of talks and interactive workshops from guests including Jefferson Hack, Nicola Formichetti, Gareth Pugh, Susie Lau, Matthew Stone, plus a live shoot from world renowned photographer Rankin.

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company 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 phone, Fire tablets, Fire TV, and Amazon Echo are some of the products and services pioneered by Amazon.

Amazon Amazon's EU Fashion Business

Amazon.co.uk started selling fashion in 2007 with the launch of its [Shoe Store](#), [Jewellery Store](#) and [Watches Store](#), before launching its flagship [Clothing Store](#) one year later. Across Europe Amazon sells hundreds of thousands of fashion products across its five European websites – UK (www.amazon.co.uk/fashion), France (www.amazon.fr/mode), Germany (www.amazon.de/fashion), Italy (www.amazon.it/abbigliamento), Spain (www.amazon.es/moda), and BuyVIP (an Amazon company) www.buyvip.com.

About Amazon's EU Fashion Photography Studio

Amazon announced the creation of its new European fashion photography studio in November 2014 and construction of the site started in January 2015. The site is situated under the arches of Hoxton railway line and covers an area of 46,000 sq ft. The site, which is owned by TfL and was previously derelict, dates back to 1850. It was formerly used as a glass factory and at a later date, for repairing steam trains servicing Hoxton over ground train station. Original features including the winches used to lift trains into the space have been retained at the site.