



Amazon Fashion Appoints Chiara Ferragni for its European Spring/Summer 2016 Campaign

February 10, 2016



Luxembourg, February 10 2016: Amazon Fashion has appointed founder of TheBlondeSalad.com and digital fashion icon, Chiara Ferragni, as its European brand ambassador for Spring/Summer 2016 (SS16). Chiara will feature in Amazon's advertising and social media campaign for fashion across Europe, and the items worn by Chiara in the campaign will be available to buy from Amazon's five European websites from 8 March, www.amazon.co.uk/fashion.

Chiara visited Amazon's state of the art European Fashion Photography Studio in Shoreditch, East London, to shoot the campaign with photographer Cass Bird and i-D magazine's Fashion Editor, Julia Sarr-Jamois. She modelled her favourite pieces for SS16 which include co-ords, an embellished jumpsuit, and tailored mini dresses from brands including Gestuz, Selected Femme, Tommy Hilfiger and new-to-Amazon Fashion, Keepsake.

"Chiara is a smart business woman with a strong sense of personal style and is a great advocate for our *'Don't look like me, look like you'* campaign" said Juliet Warkentin, Director of Brand & Creative, Amazon Fashion Europe.

"I'm delighted to be working with Amazon Fashion" said Chiara. "Thanks to online retailers like Amazon, fashion is more accessible than ever, which is really exciting as fashion inspires a lot of people. Nowadays you don't need to live in a fashion capital of the world, have lots of money, or to be able to shop during certain hours. With online retail, it's possible to browse and shop for fashion anytime of the day, from pretty much anywhere."

Fashion is one of Amazon's fastest growing categories and during recent years large numbers of brands have partnered to sell their items on Amazon's websites. Amazon's brand offering across its Europe websites includes Mango, French Connection, Hugo Boss, New Balance, Levi's, Tommy Hilfiger, Puma, Gucci watches, and Missoni shoes. Customers ordering fashion sold by Amazon enjoy free returns and a wide range of

convenient delivery options including unlimited one-day delivery for Amazon Prime members.

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For further information, images, or interview requests please contact amazon@thisismission.com

Amazon's European 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 a wide range of collections from Internationally loved fashion brands 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/moda), Spain (www.amazon.es/moda), and BuyVIP (an Amazon company) www.buyvip.com.

Amazon Fashion Social media (EU):

Instagram [@amazonfashionEU](#)

Facebook: <https://www.facebook.com/AmazonFashionEU>

Youtube: www.youtube.com/amazonfashioneu

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 tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.