



## Amazon Fashion Challenges Social Media Users to #SaySomethingNice

June 22, 2016

*Campaign supporters include Susie Bubble and Camille Charriere*

London, June 23 2016: Amazon Fashion today launches the #SaySomethingNice campaign. Partnering with some of Europe's most popular fashion influencers, the campaign encourages people to be less judgmental of others' style choices and to celebrate individuality.

"Fashion sharing is at an all time high on social media", said Siobhan Mallen, Content Director, Amazon Fashion Europe. "Instagram alone has more than 82 million #OOTD (outfit of the day) posts<sup>1</sup>. Sadly, criticising and ridiculing people for what they wear, known as 'outfit shaming', is also becoming more common. 55% of women feel they have been judged before on social media about their fashion choices.<sup>2</sup>"

Amazon's #SaySomethingNice campaign launches with a series of films featuring fashion influencers Susie Bubble, Samar Seraqui de Buttafoco, Hana Tajima, Masha Sedgwick, Freddie Harrel, Camille Charriere, Gala Gonzalez, and Clementine Desseaux. The influencers recall times when they've been criticised on social media for their style choices and talk about how the negative comments impacted them. They also admit to occasions when they have judged others because of the way they look. The bloggers pledge to turn their future judgments into compliments on social media, using the hashtag #SaySomethingNice.

"We all want our style and personality to be accepted by others, but who can honestly say that they've never made judgments or assumptions about someone based on what they're wearing?" said Siobhan Mallen, Content Director, Amazon Fashion Europe. "The #SaySomethingNice campaign aims to inspire all of us to challenge this behavior and to proactively champion everyone's right to wear whatever makes them happy without fear of ridicule or negativity."

This latest campaign from Amazon Fashion follows the success of its online film series shot by renowned photographer Rankin called 'I Wish I Could Wear' which has had more than five million views since it launched in November 2015<sup>3</sup>. The films feature an Albino model, a plus-size activist, and fashion blogger London Tall Girl, showing their support for three everyday women who had posted messages on social media about their insecurities with their weight, height, and skin colour.

The #SaySomethingNice campaign videos can be viewed on Amazon Fashion's European YouTube, Facebook and Instagram channels. To get involved in the campaign, compliment someone on their style via social media using the hashtag #SaySomethingNice.

**ENDS**

For further information please contact [amazonfashion@thisismission.com](mailto:amazonfashion@thisismission.com)

### Amazon's European Fashion Business

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](http://www.amazon.co.uk/fashion)), France ([www.amazon.fr/mode](http://www.amazon.fr/mode)), Germany ([www.amazon.de/fashion](http://www.amazon.de/fashion)), Italy ([www.amazon.it/moda](http://www.amazon.it/moda)), Spain ([www.amazon.es/moda](http://www.amazon.es/moda)), and BuyVIP (an Amazon company) [www.buyvip.com](http://www.buyvip.com).

### Amazon Fashion Social media (EU)

Instagram: [@amazonfashionEU](https://www.instagram.com/amazonfashionEU)

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

YouTube: [www.youtube.com/amazonfashioneu](http://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.

<sup>1</sup> 82 million posts including the hashtag #OOTD (outfit of the day) recorded worldwide on Instagram on 16th June 2016

<sup>2</sup> Statistic taken from a survey carried out by Global Web Index on behalf of Amazon Fashion of 941 women across France, Italy, Germany, Spain and the UK in June 2016

<sup>3</sup> 5,246,036 views of the 'I Wish I Could Wear' video series recorded on Amazon Fashion EU's Facebook videos, YouTube videos, and YouTube pre-rolls on 13th June 2016