



Handmade at Amazon – Discover Quality Handcrafted Products by Artisans

September 22, 2016

Handmade at Amazon features over 30,000 handcrafted products across Amazon's five European websites, with hundreds of new items being added each day

Over 1,000 artisans from the UK and across Europe can now be discovered by millions of Amazon customers and grow their business online

All products available on Handmade at Amazon are factory-free, and include categories such as Jewellery, Home Décor, Kitchen and Dining, and Furniture

Luxembourg – 22nd September 2016 – Amazon today announced the launch of “Handmade at Amazon”, a new store featuring thousands of handcrafted products sold by artisans, with hundreds of items being added every day.

Across Amazon's five European websites customers will now be able to discover over 30,000 unique products handcrafted by over 1,000 artisans from the UK and across Europe, all with the familiar Amazon shopping experience that customers know and trust.

Handmade at Amazon features handcrafted products across 10 categories including Jewellery, Home Décor, Artwork, Kitchen and Dining, and Furniture. A third of items will be available for personalisation.

“We have designed a shopping experience for customers looking for unique, handmade items by bringing together many of the best artisans from across Europe. With Handmade at Amazon, artisans can grow their business, and many of them will now be able to turn their passion into a career,” said Francois Saugier, Vice President for Amazon Seller Services in Europe.

“By being part of Handmade at Amazon, artisans can be discovered by millions of Amazon customers while having the freedom to do what they do best – create unique, handcrafted products”, said Simon Johnson, Director of Seller Services UK. “Knowing that an item has a unique story behind it and is genuinely handcrafted creates a personal experience for customers and makes owning handmade items extra special.”

The arrival of Handmade at Amazon means that customers will be able to:

- **Shop for genuinely Handmade products:** All items are factory-free and handcrafted with special care and attention.
- **Discover local artisans:** Support the work of local artisans from across the UK.
- **Explore the world:** Customers across Amazon's five European websites can shop by country to find products from artisans in more than 40 countries. Every Handmade product page contains a location icon identifying where the artisan is based, along with a link to the artisan's profile. International items include a Flour Sack [Towel](#) from Canada and handcrafted [wooden lamps](#) from Italy.
- **Have a personal shopping experience:** Every artisan has a profile page which tells their story and describes how their products are made, giving customers the chance to appreciate the care and attention that goes into making each item.
- **Shop with confidence:** Customers benefit from the familiar Amazon shopping experience when searching for Handmade products from artisans.

Handmade at Amazon features a growing collective of artisans from across the UK:

“Handmade at Amazon is a huge opportunity for us, as until now we've only sold locally, but our designs will now be seen nationwide. We hope that this opportunity will mean the move from part time hobby to full time business, and we can't wait to get started”, said Nic and Andy Bouchard, MooBoo Home.

“One of the biggest challenges facing artists is the ability to sell your work to a big audience. Handmade at Amazon will provide that crucial link between a large customer audience and the artisan's studio”, said Lu West, artist and printmaker.

“Selling on Handmade at Amazon is the biggest and, no doubt, best thing to happen to my jewellery business. I can't wait to showcase my products to a much larger audience, helping to turn my passion for designing and making into a career”, said Sara Cohen, Twinkle Frosty Jewellery.

Handmade at Amazon provides a suite of support services to help artisans grow their business. This includes offering artisans:

- **World class support:** Artisans benefit from a world class Amazon seller support to help them set up shop and manage the business on Amazon.
- **Be discovered by customers:** Every artisan creates an artisan profile page with a unique URL to share their story with imagery and room to describe how they make their items.

- **Spend time on what matters:** Professional tools and reports make it easy for artisans to manage their business on Amazon, and get back to their craft.
- **Custom orders are quick and easy:** Amazon Handmade has built tools to allow artisans to specify what can be customised directly on the detail page and customers can specify the options they want, including personalisation such as names and dates during the ordering process.

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. 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.

###