



Amazon Fashion Announces Barbara Palvin as the face of its European Autumn/Winter 2016 Print Campaign

September 20, 2016



Amazon Fashion has appointed model, Barbara Palvin for its Autumn/Winter 2016 (AW16) print campaign. Barbara will feature in Amazon Fashion's print advertising and social media campaign across Europe, and the items worn by Barbara will be available to buy from Amazon.co.uk from 29th September.

Barbara 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 AW16, which include a Filippa K button leather A-line skirt, Paul & Joe ruffle shirt, Gestuz knitted long sleeve dress and Champion reverse weave sweat dress, to name a few.

"Barbara is a great advocate for our '*Don't look like me, look like you*' campaign. She has lots of energy and a fresh style, that shines off the page and in our video", said Juliet Warkentin, Marketing Director, Amazon Fashion Europe.

"I'm delighted to be working with Amazon Fashion", said Barbara. "I think the meaning behind the campaign strapline is really important, and it's about embracing being an individual and encouraging personal expression through fashion, so I am thrilled to be part of Amazon Fashion's Autumn/Winter 16 campaign."

Customers ordering fashion sold by Amazon.co.uk 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 or images please contact amazonfashion@thisission.com

NOTES TO EDITOR

Amazon's European Fashion Business

Amazon sells a wide range of collections from Internationally loved fashion brands across its five European websites - www.amazon.co.uk/fashion, www.amazon.de/fashion, www.amazon.fr/mode, www.amazon.it/moda, www.amazon.es/moda, and BuyVIP (an

Amazon brand) 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

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.