



Summer, Summer, Summer, Prime... Summer Prime!: It's official, Sunday 4th June is the day summer will really begin, according to Amazon.co.uk

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Amazon.co.uk launches weather reactive #NowItsSummer store to help customers find the best products and entertainment to make the most of the changeable British summer

Circular beach towels, 360 degree cameras and Vitamin C serum are set to be some of the must-have accessories for trendsetters this summer, with a great range available now on [amazon.co.uk/nowitssummer](https://www.amazon.co.uk/nowitssummer)



X Factor winner Louisa Johnson

at the Grange Hotel Rooftop Terrace in London to launch Amazon's #NowItsSummer store

LONDON – 26 April, 2017 – Amazon.co.uk has revealed that Sunday 4th of June is when the British summer will really kick-off this year based on trends sales data from 2013-2016. Summer-related products from amazon.co.uk such as sun loungers, [paddling pools](#), [fans](#) and [barbeques](#) had a spike in sales of 380% on this day over the past three years, pinpointing when summer actually begins according to people up and down the country.

The first full week in June has also been the bestselling week for summer related products over the past five years, with [Norpro Ice Pop Makers](#), [Zoggy Dive Sticks](#), [Intex Dinosaur Play Centre](#) and [Bestway Delux Family Pool](#) proving perennial best sellers. In 2016, Prime members in cities across the UK could order summer related products for delivery in under an hour with Prime Now, and bestselling Prime Now items in the first week in June included last minute summer holiday essentials such as the [Milestone Camping Air Pump](#) and [Riemann Sunscreen](#).

Amazon.co.uk released the findings to coincide with the launch of its #NowItsSummer store, which will celebrate the moments that encapsulate summer for customers and provide weather-reactive product and entertainment listings. Combining weather data and Amazon's helpful recommendation technology, the #NowItsSummer store at [amazon.co.uk/nowitssummer](https://www.amazon.co.uk/nowitssummer) will display relevant summer related products depending on the weather conditions where a customer lives.

The store will display products from sun cream to flip flops to sunglasses to help customers get the products they want to enjoy the summer heat – or otherwise. As all Brits know, the summer doesn't always mean glorious weather; so when the temperature drops and the clouds arrive the store will offer customers rain-proof products such as umbrellas, anoraks and wellington boots. Whatever the weather, if caught short leaving the sunnies in the car or brolly in the house, Prime members in cities across the UK can shop summer essentials and order many products with Prime Now ultra-fast delivery to have them delivered in under an hour.

"With our vast selection and fast delivery we can help you make quick decisions like throwing an impromptu barbeque or getting hold of wet weather contingency essentials," said Doug Gurr, UK Country Manager, Amazon. "The weather reactive #NowItsSummer store has products, TV shows, music playlists and books that dynamically relate to the weather conditions. Whether the sun inspires you to get summer garden party essentials or you need

a fresh playlist for a run, or you suddenly need a new pair of wellies or films to download on your tablet for a worrying festival weather outlook, the Amazon.co.uk #NowItsSummer store will offer everything you need to save the day."

"I know better than most that Brits make plans around the weather and sometimes conditions can change quickly, so it's great that Amazon is helping people with smart and quick weather appropriate purchases this summer," said Lucy Verasamy, Weather Presenter, ITV News. "Of course like everyone else, I'm hoping for a long hot summer for the UK, but I love that through the new Now It's Summer store that when I am enjoying the sunshine with mates in a park, and the heavens suddenly open, it's great that Amazon can get me a brolly delivered within the hour!"



ITV Weather presenter Lucy Verasamy at the Grange Hotel Rooftop Terrace in London to launch Amazon's #NowItsSummer store

The #NowItsSummer store will feature the hottest summer essentials. This will include products from the growing trend of [urban gardening](#) and [grow your own](#) products; this summer's garden furniture statement piece - the updated [70s iconic hanging chair](#); weather flexible outdoor dining furniture and garden centre pieces like [fires or coolers](#).

Customers will be able to find products for new summer product and technology trends: portable barbequing is on the rise thanks to the growing popularity of [gas barbeques](#) for the garden, or [portable units](#) in the great outdoors, and playtime continues to get smart & interactive for pets and kids thanks to products like the best-selling [Pet Safe Automatic Ball Launcher](#) and indoor or outdoor suitable toys for kids such as the [Bestway hot wheels children's inflatable car ball pit](#). Once parents have set up their automated products for furry friends and little ones, they can also get their rewards automated with the latest [smart coffee maker](#).

The #NowItsSummer store will also help customers with the latest look whether at the beach or storming the festivals – the ultimate 2017 [beach towel](#) is set to be bold and circular, customers can keep the skin healthy and protected with [Vitamin C serum](#) and shimmer in the evening with the latest [illuminating stick shade](#). Customers can also capture the summer 2017 good times on the latest camera trends using [360 photography](#).

"Customers can be assured that whatever the weather, our selection of clothing, shoes, bags and accessories will have you covered," said Maria Janssen, Trend Director, Amazon Fashion Europe. "Whether you need inspiration for a wedding invite, festival, or holiday abroad, there's something for everyone."

Amazon will also be providing the nation with great summer entertainment on [amazon.co.uk/nowitssummer](#), with summer inspired Amazon Music playlists to accompany the barbeque, essential [summer beach reading recommendations](#) in the Kindle book store, and [collections of summer classic movies and new TV shows](#) on Prime Video available to download for holiday travels, or to keep you entertained indoors on rainy days. There will be an Amazon Music [#NowItsSummer 2017 playlist](#) featuring all the latest released tracks including Louisa Johnson's *Best Behaviour* and Dua Lipa's *Lost In Your Light*; an Amazon Music [#NowItsSummer Anthems playlist](#) featuring including DJ Jazzy Jeff & The Fresh Prince's summer classic *Summertime* and Florence + The Machine's summer anthem *You've Got The Love*; and there will even be a [rainy days' music playlist](#), which will include tracks such as *Purple Rain* by Prince and Rihanna's *Umbrella*, and available to stream and download on Amazon Music for the soundtrack to those weekends when the sun doesn't make an appearance.

"We've created great Amazon Music Unlimited and Prime Music playlists, movie and TV show collections and Kindle reading lists for both sunny and rainy days, so our customers can easily enjoy the best entertainment whatever the weather this summer," said Paul Firth, Head of Amazon Music UK. "In fact, if you have an Amazon Echo you only need ask Alexa for the soundtrack to your summer - say 'Alexa, play Now It's Summer 2017 playlist' for [a playlist of the very latest summer tracks](#), 'Alexa, play Now It's Summer Anthems playlist' for [a playlist of classic summer tracks](#) and 'Alexa, play Now It's Summer rainy day playlist' for [the soundtrack](#) to those days where the British weather means staying indoors is necessary!"

Ahead of the official launch of summer, and just in case the weather takes a surprise turn for the better sooner than the 4th of June, the new [amazon.co.uk/nowitssummer](#) page launches today, showcasing summer essentials that are available for unlimited One-Day Delivery for Prime members across the UK, with many products available for Same-Day delivery for members in London, Surrey, Berkshire, Birmingham, Bristol, Manchester, Liverpool, Leeds, Milton Keynes, Glasgow, and Edinburgh.

With [Prime Now](#), Prime members can also choose delivery within one hour of ordering for £6.99, or delivery within a choice of two-hour, same-day delivery slots at no extra charge between 8am and 10pm in London, Birmingham, Newcastle, Manchester, Leeds, Liverpool and Portsmouth. Prime is available for a monthly membership of £7.99/month, or a best value annual membership of just £79/year. Amazon customers who are not already Prime members can sign up for Prime or start a 30-day free trial of Amazon Prime by visiting amazon.co.uk/prime.

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Media can [download](#) the **Amazon.co.uk #NowItsSummer Look Book** to view product recommendations for The Great Outdoors, Festivals, Picnic, Smart Home & Garden, Barbeque, Party, Al Fresco, Gardening & more [here](#).

For further information, interviews, or product imagery please contact:

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