



Amazon Fashion collaborates with Sarah Jessica Parker to offer her new Autumn/Winter footwear collection including three exclusive colours of one of her classic shoe styles

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UK, July 18th 2017: Sarah Jessica Parker's Autumn/Winter 17 shoe collection will be available at the Amazon.co.uk Fashion Store from October 2017, offering a variety of both new and signature styles of pumps, heels and boots. The collection will also include three new colours of the iconic 'Fawn' court shoe - 'Dash', 'Flirt' and 'Wink', exclusive to Amazon Fashion. To complement the offering of these exclusive colours, customers who buy a pair will also receive an SJP dust bag personally signed by Sarah Jessica Parker.

"The chance to collaborate with Amazon Fashion in Europe is a massively exciting opportunity," said Sarah Jessica Parker. "Amazon offers great support to its brands and designers and an exceptional experience for all its customers. After launching my collection with Amazon in the States nearly one year ago, we are now looking forward to curating a beautiful, creative and appealing collection for European customers. Linking arms with Amazon Fashion in Europe is a great privilege for us, and we're looking forward to continuing to grow this relationship together."

Susan Saideman, Vice President for Amazon Fashion Europe said, *"We know that Sarah Jessica Parker's shoe collection is one that our customers in the UK will love. Previous collections have been in high demand in the US and now our customers across Europe can benefit from an expansive selection including some exclusive colours only available at Amazon."*

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For further information please contact: amazonfashion@thisismission.com

NOTES TO EDITOR

Amazon Fashion Social media (EU)

Instagram: www.instagram.com/amazonfashioneu

Facebook: www.facebook.com/amazonfashioneu

YouTube: www.youtube.com/amazonfashioneu

Pinterest: www.pinterest.com/amazonfashioneu

Around the world Amazon is a patron of the British Fashion Council and sponsors Amazon Tokyo Fashion Week and Amazon India Fashion Week.

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.

About SJP by Sarah Jessica Parker

SJP by Sarah Jessica Parker was built upon three main pillars: quality, using colour as a neutral, and giving the single sole a new heartbeat. All footwear is proudly handcrafted in Italy with the highest-quality Italian leathers, satins and fabrics.