

JEWELRY

## Georg Jensen picks Amazon Fashion Europe for ethical exclusive

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*Georg Jensen on Amazon*

By SARAH JONES

Danish design house Georg Jensen is going against the luxury grain, selecting Amazon Fashion as the exclusive European retailer of its limited-edition charitable collection.

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Featuring rubies from sustainable miner Gemfields, the five-piece collection was inspired by the brand's 1960s Mobius shape. The luxury world has typically avoided selling on Amazon due to its mass positioning and deep discounting, so this benefit offers Georg Jensen to test out retailing on the widely used platform.

"In addition to exposing the brand to Amazon's shoppers, this move offers the 100 year old Georg Jensen the opportunity to position itself as a very contemporary luxury brand for today's shoppers," said Marie Driscoll, CEO and chief consultant of [Driscoll Advisors](#), New York.

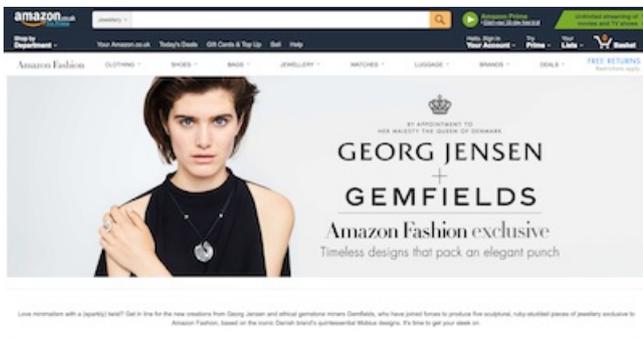
"The brand's aesthetic is very modern and minimalist, and for today's busy consumers, Amazon is a quick stop for many gifting opportunities," she said. "Georg Jensen will benefit by being among the potential gift choices."

Ms. Driscoll is not affiliated with George Jensen, Gemfields or Amazon, but agreed to comment as an industry expert.

[Georg Jensen](#), [Gemfields](#) and [Amazon](#) were unable to comment directly before press deadline.

Conservative commerce

The Georg Jensen X Gemfields Collection capsule is live on a dedicated page of Amazon.co.uk as of Oct. 6. Rather than the traditional marketplace appearance, this page includes large editorial imagery of a model sporting the five silver designs.



### *Georg Jensen x Gemfields page on Amazon*

Included are a Continuity ring, Serenity ring, stud earrings and pendants on a chain or a silk cord. All of the pieces include rubies that Gemfields mined from Mozambique.

The five pieces for available range in price from 350-700, or about \$446-892.

Reflecting Gemfields' dedication to conservation in the African nation, 20 percent of proceeds from the collection will go toward Niassa Carnivore, a nonprofit organization dedicated to conserving wild lions and other carnivores in the area.

The Niassa Carnivore project works with the Mozambican government, the Reserve Management Authority and local communities to protect the animals in crisis.



*Image courtesy of Niassa Lion Project*

"This collaboration benefits a non-profit cause, thus the Georg Jensen brand is partnering for a limited duration, which allows the brand to test the waters of the Amazon in the company of a good cause," Ms. Driscoll said. "It is a safe test with only five products.

"The marketing looks strong and minimalist, reflecting the brand's codes while likely to appeal to Amazon's shoppers, who may know the brand but probably are not shopping it," she said. "A dedicated page on Amazon Fashion provides a degree of control for this luxury brand."

Amazon Fashion Europe began selling jewelry in 2007, and today sells everything from costume pieces to fine jewelry, including diamond engagement rings and gemstone baubles.

"Georg Jensen and Gemfields are both leaders in their respective fields - Georg Jensen for expertise in design and craftsmanship, and Gemfields as a leading supplier of responsibly sourced gemstones," said Julian Exposito Bader, head of vendor management for jewelry, Amazon Fashion Europe, in a statement. "We are excited to bring together these expert minds for this limited-edition collection and to make it available exclusively to Amazon Fashion customers across Europe."

## Retail disruptor

According to L2, luxury brands should be watching out for Amazon, which is becoming a larger player in the fashion space. It is now the fastest growing ecommerce platform for apparel, and by the end of the year, it will be the largest retailer in the United States.

Amazon's sheer size has convinced some key players, including Michael Kors, that they should distribute through its online store. While Amazon may not be a huge direct threat to luxury fashion, its impact is large for the entire fashion industry, with its low prices and speedy delivery ([see story](#)).

While Amazon continues to grow, its penetration into the most affluent households has decreased over the past year, according to new research from the Shullman Research Center.

Luxury brands continue to ostracize the retailer, worried that its counterfeit goods and tendency to discount would hurt the brand too much to justify the revenue increases. Nevertheless, affluent classes' growing affinity for the marketplace provides a provocative counterpoint arguing for its eventual integration into the luxury industry ([see story](#)).

"Luxury brands will likely scrutinize this endeavor for potential brand erosion," Ms. Driscoll said. "More likely, Georg Jensen will meet a new market of consumers that aren't looking for discounting, but access.

"Luxury brands are rightly concerned about third party sellers that potentially devalue the brand with discounting and counterfeits," she said. "A strong case to be made that brands should work directly with Amazon with a limited product assortment that works best in an online format."

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