

RETAIL

Altuzarra becomes latest fashion brand to embrace Amazon's Luxury Stores

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Looks from Altuzarra's latest collection retailing on Luxury Stores at Amazon. Image courtesy of Altuzarra

By LUXURY DAILY NEWS SERVICE

French-American label Altuzarra has become the latest fashion brand to join Luxury Stores at Amazon as ecommerce opportunities within the world's leading online retail marketplace lure more companies producing ready-to-wear apparel, footwear and accessories.

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The New York-based company's announcement comes a few weeks after Luxury Stores at Amazon launched with U.S. fashion label Oscar de la Renta as the first brand on the platform. Other brands already retailing through Luxury Stores include Italian lingerie label La Perla, Shiseido-owned beauty brand Cl de Peau Beauté and French womenswear label Roland Mouret.

"I am so excited to be a part of this new venture, and I am delighted to have the opportunity to continue growing the relationship with Amazon, which began with my participation in Making the Cut," said Altuzarra creative director Joseph Altuzarra in a statement. "They have been a great partner to me personally, as well as to the Altuzarra brand."

Welcome to my parlor

With a growing roster of luxury fashion labels, ecommerce giant Amazon makes another bid to become a trusted destination for high-end shoppers as online shopping thrives in a post-COVID world.

Luxury Stores is now available by invitation-only to select Prime subscribers in the United States, creating a sense of exclusivity although there are more than 150 million Prime members.



Looks from Altuzarra's collection selling on Amazon's Luxury Stores. Image courtesy of Altuzarra

Altuzarra will introduce a new collection to Luxury Stores with three short films and curated product vignettes in collaboration with Amazon, featuring three women: landscape designer Lily Kwong, chef Laila Gohar and writer Aysha Sow.

Each woman shares their definition of what personally gives them strength, expressing how their own individuality and sensuality gives them the confidence to feel good in their own skin, per Altuzarra.

The Altuzarra collection available on Luxury Stores is designed for ease and style.



Looks from Altuzara's latest collection. Image courtesy of Altuzara

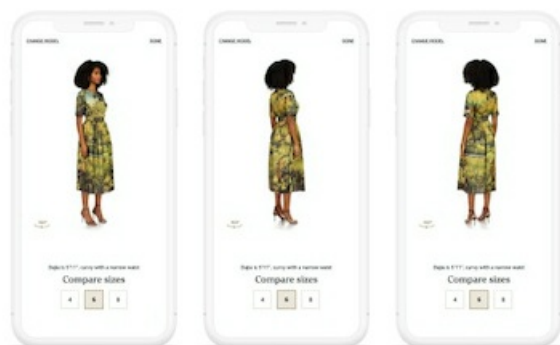
To accommodate different sizes, Luxury Stores has debuted "View in 360." This interactive feature will let customers explore styles in 360-degree detail to better visualize fit and make shopping easier.

Luxury Stores

With Luxury Stores, Amazon will empower brands to independently manage their own inventory, selection and pricing. The ecommerce platform will provide brands with merchandising technology to personalize content and engage consumers with features such as "View in 360," auto-play imagery and in-motion graphics.

Oscar de la Renta's Luxury Stores offerings include select ready-to-wear, a new perfume and early access to the fall/winter 2020 collection.

With smartphone shopping is showing strong growth, Luxury Stores is currently only available through Amazon's mobile application. According to the company, Amazon shoppers ordered more than one billion fashion products on mobile devices in the last 12 months.



Amazon is giving luxury brands access to its ecommerce technology. Image credit: Amazon

Through the app, shoppers can use Amazon's "View in 360" technology to see a full-circle view of a garment's details and better visualize fit. The online retailer already uses augmented reality features for millions of products,

allowing consumers to digitally see how particular items fit into their homes.

Amazon's move to luxury fashion has long been expected. Historically, however, Amazon has struggled to attract luxury brands due to a range of concerns, including counterfeit issues and a heavily promotional environment ([see story](#)).

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