

RETAIL

## Prada's Car Shoes debuts on Luxury Stores

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Prada's Car Shoes are now available on Amazon's Luxury Stores. Image credit: Amazon

By LUXURY DAILY NEWS SERVICE

Italy's Prada Group is dipping its toes into Luxury Stores with the launch of its footwear label Car Shoes on Amazon's high-end vertical.

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Known for loafers and sports shoes, Car Shoes joins labels including Oscar de La Renta, Altuzarra, La Perla and Roland Mouret that are currently retailing on Luxury Stores ([see story](#)). More brands are expected to join Amazon's newest shopping destination, but it remains to be seen if other Prada labels such as its namesake or Miu Miu will participate.

New to Amazon Luxury

In the same vein as other Luxury Store launches, the addition of Car Shoes was revealed on Amazon Fashion's social media channels with a brief video.

In the vignette, a couple is seen driving a convertible to escape the city in exchange for a more rural setting. A tagline, "city or country?," and close-ups of loafers and sneakers play up the wearability of the Car Shoes brand.

Introducing @carshoeto Luxury Stores at Amazon, the next destination for luxury. Discover the Autumn/Winter 2020 collection exclusively through the latest version of the Amazon app.

[#amazonluxurystores](#) <https://t.co/SCMzfyIt0s> [pic.twitter.com/GrwzwxAMCP](https://pic.twitter.com/GrwzwxAMCP)

Amazon Fashion (@AmazonFashion) [October 22, 2020](#)

*Video announcing Car Shoes on Luxury Stores*

Luxury Stores launched in September and 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.

Amazon is empowering 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.

With smartphone shopping 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 ([see story](#)).

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