

APPAREL AND ACCESSORIES

## Elie Saab joins Amazon's Luxury Stores

December 15, 2020



*Elie Saab joins Amazon luxury community. Image credit: Elie Saab*

By LUXURY DAILY NEWS SERVICE

Lebanese fashion label Elie Saab is the latest brand to join ecommerce giant Amazon's Luxury Stores.

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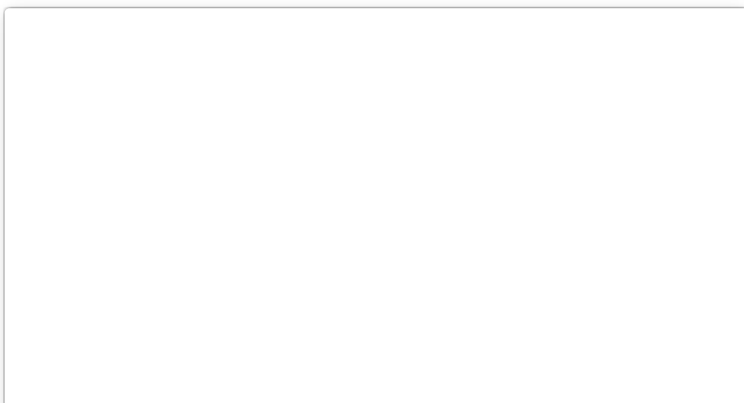
As the brand looks to expand its range of products and participation in digital activations and collaborations, the partnership with Amazon is just the beginning. The brand's autumn/winter 2020 collection is now available on Luxury Stores, exclusively to eligible U.S. Prime members by invitation only.

"Joining forces with Amazon is a step forward in Elie Saab's business strategy, to strengthen its existence in the U.S. market through a new widespread ecommerce presence, while also reaching a new generation of luxury shoppers," said Elie Saab J.r, brand director at Elie Saab, in a statement.

### Mobile luxury

Having opened a store on Madison Avenue in 2017, Elie Saab has been primarily focused on the U.S. market over the past few years. Some have reported that Elie Saab's ultimate goal is to broaden its image to include younger luxury consumers.

The collection for Amazon's Luxury Stores features an abundance of ruffles and tulle, including monochromatic ensembles and polka dots for an additional feminine flair. The brand's trademark deep necklines and cinched waists are included in the collection.



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A post shared by ELIE SAAB (@eliesaabworld)

Amazon's Luxury Stores app is currently only available in the United States and users must be invited or request access, which further solidifies the exclusive appeal. Other major fashion houses available on the platform include Oscar de La Renta, Roland Mouret, La Mer and Cl de Peau Beaut.

The new ecommerce destination allows high-end fashion brands to leverage Amazon's vast reach of customers. Amazon also offers brands the digital equivalent of shop windows, giving them the option to display their collections in interactive 360-degree views.

The tech mammoth launched its luxury outpost in September, making a bid to become a trusted destination for high-end shoppers as online shopping thrives in a post-COVID world.

With smartphone shopping showing growth, Luxury Stores is only available through Amazon's mobile application, as shoppers ordered more than one billion fashion products on mobile devices in the last 12 months ([see story](#)).

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