

RETAIL

Amazon celebrates summer with new brands on Luxury Stores

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In a new summer campaign, Amazon announces nine new brands to its Luxury Stores. Image credit: Amazon

By LUXURY DAILY NEWS SERVICE

Ecommerce giant Amazon is expanding its luxury offerings this week by adding nine brands to its [Luxury Stores](#) vertical.

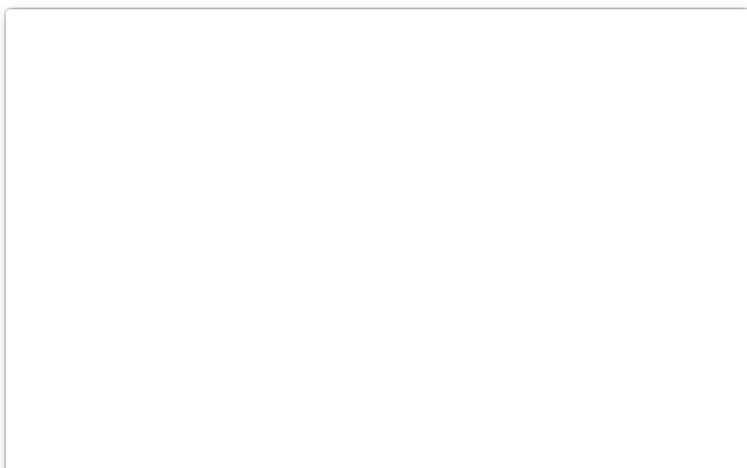
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Amazon announced the news with a lighthearted and beachy campaign, delivering a series of photos to showcase new product offerings. Brands making their debut on Luxury Stores include Chufy, Studio 189, Mira Mikati, Boglioli, Linda Farrow, Maison Rabih Kayrouz, Rianna + Nina, Studio Sensi and Jennifer Meyer.

Smile, it's summer

Amazon launched its Luxury Stores page in September 2020, expanding to offer pieces from Rodarte, Oscar de la Renta, Christopher Kane and additional revered brands.

Its new "Smile! It's Summer" campaign promotes the addition of new brands and features models including Paloma Elsesser, Georgia May Jagger and Luka Sabbat. Photographer Tyler Mitchell captured the models in some summer staples including crop tops, wraps, swimsuits, sandals and more.



[View this post on Instagram](#)

A post shared by Amazon Fashion (@amazonfashion)

Amazon also worked with Black Sand Surf, a social justice-led surf and arts collective focused on promoting diversity in surfing and aquatic activities, for the campaign.

With the group playing in the water and laughing with one other, the campaign invites consumers to join in the summer fun and make their next luxury apparel purchase through Luxury Stores.

This is Amazon's latest push to assuage anxieties that both brands and consumers may feel about purchasing luxury products through its platform.

Despite being the dominant force in ecommerce, Amazon has not been able to convince many major luxury labels to join its marketplace for a host of reasons.

Exacerbated by the presence of counterfeit and pirated goods, many luxury brands have steered clear of Amazon partnerships ([see story](#)).

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