

APPAREL AND ACCESSORIES

Amazon promotes smiles and laughter with new luxury campaign

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An image from Amazon's "Luxury, with a smile" campaign film. Image courtesy of Luxury Stores at Amazon

By LUXURY DAILY NEWS SERVICE

Ecommerce giant Amazon has released its fall brand, "Luxury, with a smile," on Aug. 30, in collaboration with creative agency Fred & Faird Los Angeles.

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The fall campaign features prominent fashion entrepreneurs, influencers and tastemakers like Tommy Dorfman, Wisdom Kaye, Devyn Garcia, Jamie Xie and Irina Shayk. "Luxury, with a smile" imbues fashion with fun and fuses lightheartedness with luxury, according to the brand.

Joyous luxury

The full campaign includes 14 films and 42 still photos which were conceived and produced by joint director and photographers Cass Bird and Andrew B Meyers. Ms. Bird captures on-figure photography and films, while Mr. Meyers created product-forward mini-sets portraying renowned European cities.

The campaign film for Amazon's "Luxury, with a smile" campaign

The playful campaign video begins with two models in black dresses and high heeled shoes posing artistically on the ground. The monochromatic pale blue background transforms into a pastel yellow and models in all manner of flamboyant dress begin to dress and coalesce.

The campaign is queer-positive and shows that jubilation and joy and luxury clothing are not mutually exclusive. Colorfulness and authenticity are at the core of Amazon's new fall campaign.

Amazon is pivoting into luxury but this expansion comes after a deep dive into augmented reality. Amazon Fashion recently launched "Virtual Try-On for Shoes," which is now available on the platform's iOS app for users in the U.S. and Canada and helps shoppers visualize thousands of sneaker styles ([see story](#)).
