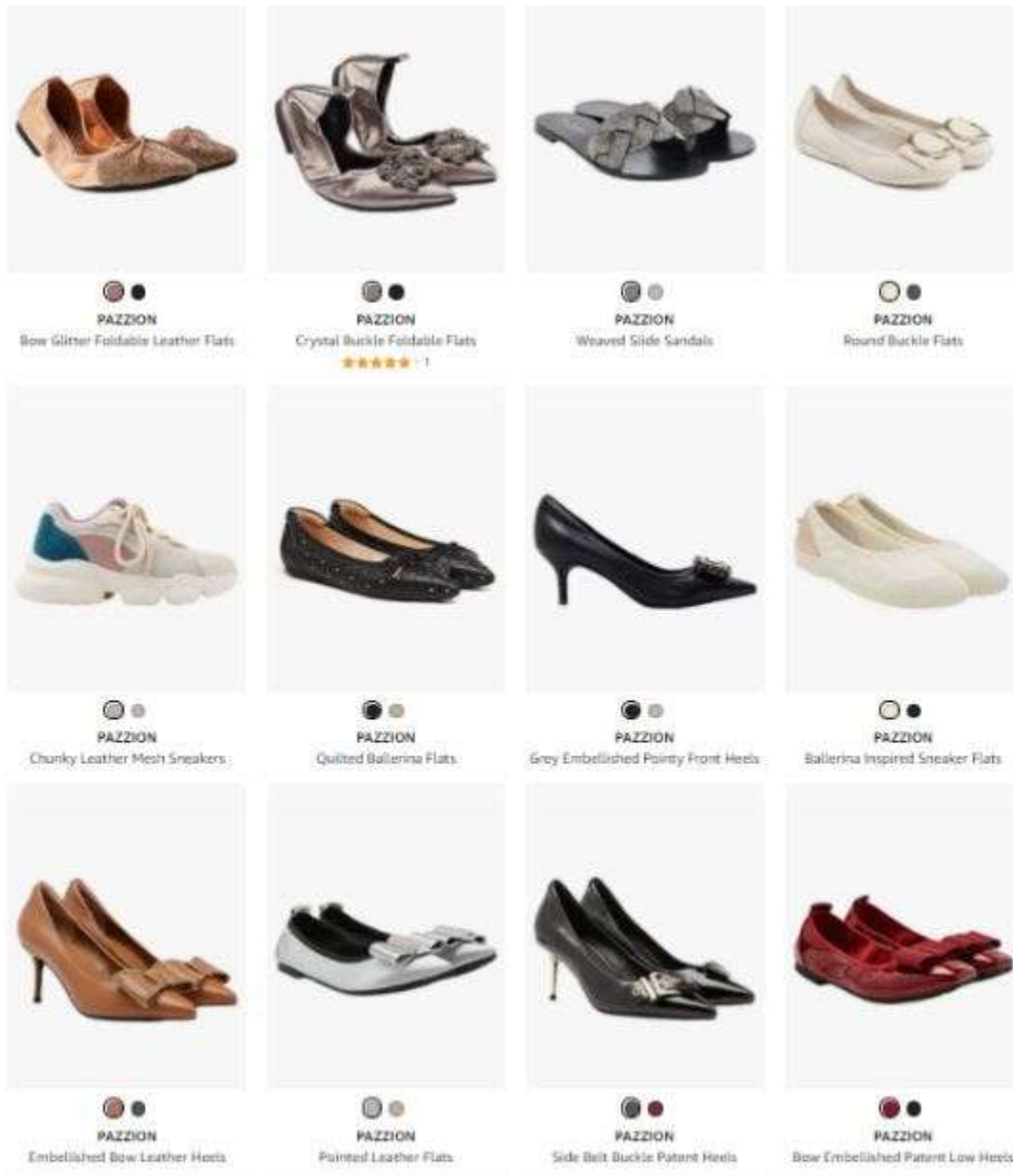


## Singapore Based Shoe-label Pazzion Launched on Amazon India

Singapore's fashionable and premium shoe-label **Pazzion**, known for its chic collection and modish yet comfy shoes for women, has been launched on the e-commerce giant [Amazon India](#). The launch, took place on 11<sup>th</sup> December 2020, will enable the trendiest shoe brand to reach over millions of fashion-conscious women in India.



### Pazzion's Collection on Amazon India

After debuting its flagship store in India at DLF Avenue Mall, Saket in August 2020, Pazzion the high-end shoe brand has now set foot in the e-commerce business. Pazzion's

online store on Amazon India has currently 14 styles of shoes live from its newest collection and the brand is planning to introduce 203 SKUs in the upcoming days.



**Manisha Malik, Master Franchisee & India Head, Pazzion**

*“Being one of the most reliable e-commerce platforms in India, Amazon will help us leverage the online fashion shoppers by reaching out to more customers. As a leading e-tailer in India, Amazon has a lot of active users, which makes it convenient for us to tap more patrons across the country. Being a new brand in India, we are persistent in delivering the best of our styles to the doorsteps of our customers. We are delighted about this association and look forward to making Pazzion accessible to the new style-savvy women across the country,”* said **Manisha Malik, Master Franchisee & India Head, Pazzion.**

Known for its finest leather shoes, Pazzion emphasizes a lot on quality, comfort mixed with great craftsmanship. With the launch on Amazon India, the brand reinforces its omnichannel strategy by being available online as well as offline.

**Availability:** [www.amazon.in/s?k=pazzion&ref=nb\\_sb\\_noss](http://www.amazon.in/s?k=pazzion&ref=nb_sb_noss) and Pazzion Store (Ground Floor), DLF Avenue Mall, Saket, New Delhi