

Martha STEWART

The Martha Stewart Brand Launches 'The World Of Martha' In Amazon Stores



The new brand store showcases new cookware, bedding, and textiles as well as an immersive customer experience featuring video content and recipes, making Amazon the one-stop shop for Martha Stewart essentials.

SEATTLE – February 15, 2023: Today, Amazon and the Martha Stewart brand launch “The World of Martha” in Amazon stores, providing customers with a comprehensive, immersive shopping experience in a dedicated brand store. The store includes a new collection of cookware, bedding, and textiles to complement the brand’s longstanding best sellers across categories like Outerwear, Furniture, Lighting, Garden, and Holiday. This makes Amazon the retail destination with the largest selection of Martha Stewart’s home and lifestyle essentials.

“There is no better place than Amazon to shop my products and recipes. The World of Martha offers all the essentials I love and can’t live without, in one place. Plus, everything Amazon is known for—reliability, selection, and quick delivery,” said Stewart, founder of the Martha Stewart brand. “Amazon has been wonderful to collaborate with over the years, and it just makes sense that we would team up to expand the Martha Stewart brand and create a convenient destination filled with beautiful essentials for the whole home.”

In addition to the thousands of products available from Stewart’s collection, The World of Martha includes video content from her media library as well as seasonal recipes for customers to browse. We look forward to building The World of Martha’s assortment of video and recipe content.

“Amazon is proud to be the one-stop shop for Martha Stewart essentials,” said Mike Popchuk, vice president, Amazon Home. “Creating an immersive brand store, while also adding a new selection of items to Martha’s World, is in line with our goal to continue both elevating the customer experience and expanding our product offerings.”

To coincide with the launch, Stewart will debut some of her favorite items from her new cookware, bedding and textile collections in a pre-recorded video on Amazon Live today, February 15, at 2 pm EST. To tune in, head to amazon.com/live.

All products are now available for customers to shop at amazon.com/marthastewart or by searching “The World of Martha” on mobile or desktop. The new collection will feature items available for purchase with fast, free Prime delivery.

About Martha Stewart

Martha Stewart is an entrepreneur, best-selling author of 99 (to date) lifestyle books, an Emmy Award-winning television show host, and the founder of the first multi-channel lifestyle company, Martha Stewart Living Omnimedia, which is wholly owned by Marquee Brands. Reaching more than 100 million devoted fans on a monthly basis through multimedia platforms and products for the home, sold through Martha.com and an extensive retail network, Martha is the “go-to” authority on the encompassing topic of Living and Celebrating your best life. She and her talented team provide trusted, timely, and useful information on all aspects of everyday living: cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, healthy living, holidays, weddings, and pet care, across many media formats.

About Marquee Brands

Marquee Brands is a leading global brand owner, marketer, and media company. Owned by investor funds managed by Neuberger Berman, one of the world's leading employee-owned investment managers, Marquee Brands targets high-quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channels, geography, and product category while preserving the brand heritage and enhancing the ultimate consumer experience. The portfolio includes Martha Stewart, The BCBG Group, Ben Sherman, Dakine, Sur La Table, Body Glove, Emeril Lagasse, Motherhood Maternity, A Pea in a Pod, and Bruno Magli. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees, and manufacturers through engaging, impactful strategic planning, marketing, and e-commerce. www.marqueebrands.com

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth’s Most Customer-Centric Company, Earth’s Best Employer, and Earth’s Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

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