

Amazon Fashion & Beauty's Festive Edit: A Chic Shopping Guide

Published on 29 Sep 2025 | By IFI Correspondent



Amazon Fashion & Beauty has launched its newest seasonal release: **MAGAZINE: Festive Edit**. After debuting its summer edition, the platform now turns its eye to India's festive season. The Festive Edit is designed to blend tradition, trend, and seamless shopping.

The edit debuted amid the Amazon Great Indian Festival 2025, which began on September 23. It runs through Diwali—with daily deals and curated picks—fitting the mood of celebratory wardrobes.

What Makes This Edition Unique

Unlike usual catalogues, the Festive Edit functions as both a lookbook and a digital concierge. Each page features **scannable elements** that link directly to the Amazon app. Thus, inspiration becomes instant shopping.

The styling in the magazine mixes **bold jewel tones, metallic touches, and playful fusion fits**. Thus fashion choices transition from morning prayers to evening parties.

In beauty, the issue spotlights skincare rituals, makeup sets, and haircare products built for long festive nights. Meanwhile, the accessory tables highlight jewelry and handbags that pair either minimal or maximal styles.

Bridging Print & Digital

Overall the key strength of this edit is its **fusion of print and digital**. The pages resemble a glossy magazine yet act as live links to products. This hybrid format encourages users to flip, explore, and shop without friction.

In addition, AI tools embedded in the experience suggest sizes and styles personalized to user preferences. Therefore goal is to make festive dressing feel accessible and relevant across India—be it in a metro or Tier-2 city.

Themes & Editorial Pillars

The Festive Edit is organized into thematic sections that map to how we celebrate.

- *Mark the Celebrations* and *Colour Me Festive* explore dressing ideas around festivities and colour stories.
- *Glam Factor* and *Beauty All Stars* present beauty must-haves for radiant skin and long-lasting makeup.
- *Accessory Edit* collects finishing touches—bags, jewelry, and metallic accents—that tie looks together.

The edition also includes *Editor's Picks*—looks selected for authenticity, wearability, and festive resonance.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.