

# **Sara Crave Initiates Amazon Fulfillment in the United States**

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MILTON, Queensland ? Sara Crave, the popular brand of activewear and women?s gym clothes, announced today that it was initiating a fulfillment relationship with Amazon.com to handle its strong growth in the US market. Founder Ana Maria sees the Amazon relationship as an opportunity to provide improved customer service for American customers. American women are buying outfits from Sara Crave, but the company does not want them to have to pay shipping from Australia nor wait for delivery.

?Like our brand, we are bold but flexible,? said Ana Maria. ?With this level of interest from the US, we want to be there in the best possible position. We believe that Amazon's strong focus on customer service aligns well with what we stand for. Working with Amazon will allow Sara Crave to deliver on our aim to provide the best possible service to our new American clientele.? By utilizing Amazon's extensive fulfillment services, Sara Crave will be able to reduce shipping times and costs. Amazon Prime members in the US are eligible for free two day delivery.

Ana Maria attributes the growing demand for Sara Crave styles in the US stems from a combination of the brand?s increasing social media following throughout North America as well as the general resurgence of the

American economy. At the same time, the falling Australian dollar has made the products more attractive to American buyers.

#### About Sara Crave

Launched in Australia by Colombian born fitness expert Ana Maria, Sara Crave has developed a premium range of styles featuring unique prints and patterns. The company caters to the fashion conscious women who seek high performance gym clothes.

For more information, visit [www.saracrave.com.au](http://www.saracrave.com.au).

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For more information about Sara Crave, contact the company here: Sara Crave Ana Maria 1300 002 728 [hello@saracrave.com.au](mailto:hello@saracrave.com.au)

#### **Sara Crave**

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