

Amazon is planning a 'Big Style Sale' event in June

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With reports of no Prime Day sale happening this summer due to the coronavirus pandemic, Amazon is planning another event this month.

The retailing giant says it is planning a "Big Style Sale" for June, according to a statement obtained by U.S. TODAY.

"The Big Style Sale is slated to take place later this month and will include seasonally-relevant deals from both established and smaller fashion brands," said Amazon in a statement. "We are delighted to help brands connect with our vast global customer base for this event."

Amazon did not specify the exact date of the sale, but CNBC reports the company notified sellers the sale will begin June 22.

Last month, The Wall Street Journal reported Amazon would delay its annual Prime Day sales event in September as it returns to normal operations before the pandemic. Amazon typically hosts Prime Day during the summer.

Amazon sales have surged in 2020 as consumers staying at home to avoid contracting or spreading coronavirus leaned more heavily on online deliveries. Last quarter, revenue rose 26% to \$75.5 billion.

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