

Amazon Christmas in July event – showcasing #shopthefuture including HUMU smart cushion

Yesterday saw Amazon's annual Christmas in July event take place at the Old Billingsgate Fish Market in the City of London. Like all of these Christmas in July events which have become popular over the last few years (Argos even went one month better with its Christmas in June event), it's an opportunity for retailers to promote what they think are going to be this festive season's biggest sellers. Given that Amazon is bigger than most with a vast array of products, there were plenty of stands to visit in the large hall, everything fr.....

