



Blingby

SHOPPABLE MEDIA

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SUCCESSFUL RETAIL THESE DAYS IS ABOUT ENABLING THE CONSUMER TO PURCHASE ANYTHING S/HE SEES – ANYTIME, ANYWHERE

"We need to activate the world as a store," said Malcolm Pinkerton, of **Planet Retail** consultancy, in a recent keynote. He meant that the best way to engage consumers in shopping nowadays is to infuse their common daily activities – watching a music video, chatting via instant messaging, or checking their social media feeds – with "shoppability". This suggests a need, for retailers and brands, to team up with media companies.

Opportunities for such collaborations have proliferated in the past year. In late 2016, **Instagram** launched its 'Shop Now' button. It allows users to purchase the items they see in images that have this feature enabled. So far, the partnership is limited to a couple of dozen brands, including **Tory Burch** and **Kate Spade**. However, vendors who have not been lucky enough to forge a direct relationship with Instagram (but still want to make their feeds shoppable) can team up with other projects, such as **Like2Buy** or **FourSixty**, which create replicas of the vendor's Instagram page on their own platforms with ecommerce enabled. In other words, the customer sees a mirror image of the retailer's Instagram feed, but on a different website, where every image is clickable and shoppable.

Meanwhile, **Pinterest**, the online platform that allows users to save and share inspirational visual content, recently introduced its 'Shop the Look' feature that allows users to buy products they see inside fashion and home décor "pins". It

allows users to locate and buy styles similar to that in the picture. In some cases, the sale happens right on Pinterest; in others, the customer is redirected to the vendor's website. Retailers that have partnered with the scheme so far include **Neiman Marcus** and **Macy's**. Some teamed up with Pinterest directly; others did so through their collaborations with other platforms, such as **Curalate** (the platform behind the aforementioned Like2Buy), **Refinery29** and **ShopStyle**.

Another revolutionary digital startup, **Blingby**, allows customers to shop items and experiences they see in music videos. The Blingby team goes through thousands of music videos, both recent (think Taylor Swift, Adele and Ed Sheeran) and older (Frank Sinatra, Billy Idol), and connects fashion items, furniture, gadgets and even experiences featured in the video (from the singer's dress, to a trip to the beach where the video was filmed) to their equivalents currently available for purchase. To deliver this, Blingby teams up with brands and multi-label retailers, such as **Harrods**, as well as travel agents.

www.foursixty.com

www.curalate.com

www.blingby.com