

MOBILE

Stylebop.com creates collage of fashion weeks on Instagram

September 22, 2014



Posts from Stylebop's Instagram

By NANCY BUCKLEY

Online fashion retailer Stylebop.com is engaging social media followers this fashion season with exclusive images from the various fashion weeks.

Sign up now

Luxury Daily

Fashion icons will take followers behind-the-scenes to see the fashion world come alive. These interactions will likely drive attention to Stylebop.com's social handles and increase conversation between consumers, followers and the Web site.

"It's really about being able to offer intimate, insider perspectives," said Leila Yavari, fashion director at Stylebop.com, Munich.

"Having a global variety of lenses through which to see fashion week, be it backstage, from the front row or behind-the-scenes, is all part of creating a unique, 360-degree view of fashion," she said. "We wanted to shine a light on all of the people who make the industry come to life."

Reaching fans

Stylebop.com's Instagram account will be taken over by individuals from the fashion world who will snap photos from all angles of fashion week. People such as model Soo

Joo Park, designer Olympia Le-Tan and British Vogue's Sarah Harris have taken control of @StyleBop using the hashtag #360FW.



Stylebop.com's Instagram

Images include regrams from fashion designers, front row images from various shows, backstage activities and various people around the host cities.

Stylebop.com's Pinterest, Facebook and Twitter have shared its Instagram photos. As of press time, the retailer had more than 26,000 followers on Instagram and a combined total of over 400,000 social media followers, and the Web site is likely to direct traffic to its pages.

Also, with the overwhelming amount of social media followers outside of Instagram, Stylebop.com will likely gain new fans on Instagram.



PHOTO



stylebop

4d



140 likes

stylebop Mood Food: Today's richly hued raw food rejuvenation cc @alexcarl #Stylebop #LFW #360fw victoriatolia Fab!



Post from London Fashion Week

At New York, London and Milan, fashion experts have taken over Stylebop's account to bring consumers an exclusive look at fashion week events.

The retailer is likely to reach its digitally connected audience from six continents and with the participation of editors, buyers, designers, photographers, artists and influences on social media.

Social fashion

Stylebop.com will be among many other active Instagram users at fashion week events this season.

A high level of Instagram action occurred at the New York Fashion Week this year according to an analysis completed by Curalate, a marketing and digital suite for the

visual Web.

With more than 115,000 Instagram images during the week, the event saw much more interaction than February's fashion week. By creating an analysis, Curalate is able to determine the interaction between fashion and social media as well as create data for future fashion week events ([see story](#)).

Other brands have used Instagram to drive awareness at fashion week. For instance, the Four Seasons Hotel New York invited fashion week-goers to share their footwear choices via an on-site shoe photo booth and follow the action via Instagram and Twitter.

The encouraged attendees including fashion editors, bloggers, celebrities and other tastemakers to visit the property through the digital- and mobile-based effort. Four Seasons asserted its status as a trendy hotel brand since the message could go viral on attendees' smartphones and tablets via the hashtag and social check-ins by influential users ([see story](#)).

Being present at a fashion week event is becoming not enough. Brands and retailers are turning toward being an active participant and not just a bystander.

"It goes beyond creating brand awareness," Ms. Yavari said.

"It's a means of both complementing our product offering and keeping our followers informed and engaged in real-time," she said.

"Visually-driven platforms like Instagram are a perfect fit for fashion, and the platform itself is the best means of letting people know where we are and what we're doing, from any where at any time."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/NCplHRSKGy0](https://www.youtube.com/embed/NCplHRSKGy0)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.