

MOBILE

Luisa Via Roma promotes latest trends on Polyvore

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Promoted Trends

By NANCY BUCKLEY

Social commerce site Polyvore is unveiling a new advertising concept, Promoted Trends, to feature brands and retailers on its mobile and desktop sites.

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Luxury Daily

The native ad experiences, launching with Luisa Via Roma, will feature trending items from the brand that fit in with top items searched on the Web site. The positioning of the promoted post will feature brands as the top choice on trending fashion trends.

"Promoted Trends provide a native advertising experience to attract shoppers already searching for trending products and styles," said Arnie Gullov-Singh, chief operating officer at **Polyvore**, San Francisco.

"We've heard from our consumers that they value trends and also heard from advertisers they wanted to tap into trends, so we see it as a win-win for both our community and advertisers," he said. "And it's done in a native way, which ultimately creates a better experience for our community."

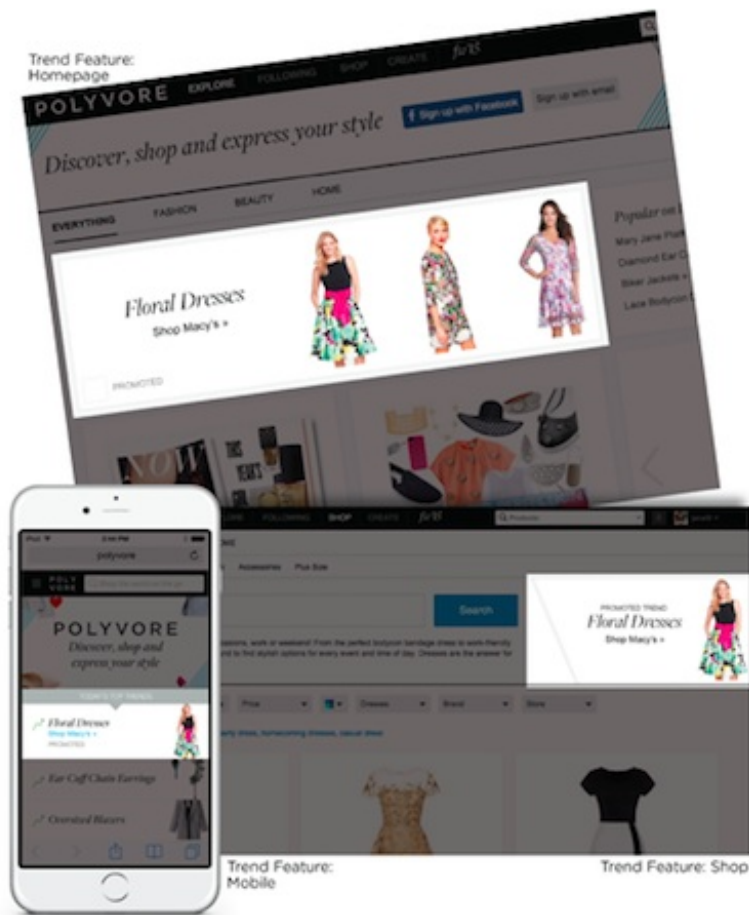
Finding the trends

Italian retailer Luisa Via Roma will be the first brand to be featured on the Promoted

Trends. The initiative launched on April 27 with the retailer's top Luxe Bohemian choices.

On the mobile site, the home page features Polyvore's logo and then a section of today's top trends. The first trend is Luxe Bohemian which says "shop it at Luisaviaroma.com," also "promoted" is written below.

Underneath the Luxe Bohemian option are other trending styles such as Wide Leg Jumpsuits and Nautical Dresses.



Polyvore's promoted trends

When the consumer clicks on Luisa Via Roma's option, they are brought to the retailer's Web site and a page featuring Bohemian items.

On the desktop site, the promoted section is less streamlined with the rest of the trending topics. The Luxe Bohemian option is in its own section of "What's Trending Now." However, clicking on it still leads to the same page on Luisa Via Roma's Web site.



Saint Laurent's suede fringing, ethnic embellishments by Emilio Pucci and Chloe's latest it-bag the 'Faye'. Designers stage a 70's revival for Spring Summer 2015, be inspired by rock muses like Stevie Nicks and Marianne Faithful when it comes to styles that scream 'I'm with the band'



Luisa Via Roma's click-through page

Polyvore's has curated a global community of 20 million shoppers who have crafted more than 150 million shoppable outfits. Promoted Trends will give brands the chance to be part of these outfit creations by being featured as the top trend on the home page.

Community members looking to craft boards with the newest items will likely find themselves regularly checking the trending sections, coming across the promoted trend.

Promoting oneself

The retailer has held similar advertising campaigns.

For instance, in January, Luisa Via Roma reached out to fashion-savvy readers of Vogue with an advertising placement on the publication's mobile site.

The ad featured a continual slideshow of shoes from the spring collections of brands including Jimmy Choo and Dolce & Gabbana, available for purchase online through its ecommerce site. This mobile ad gave Luisa Via Roma the opportunity to expand awareness to a global audience by leading with familiar fashion brands ([see story](#)).

Other brands have turned to social media for promoted posts.

For example, U.S. fashion label Ralph Lauren was one of the first luxury apparel brands to unveil a promoted Instagram post to expand its reach on the photo-sharing social platform.

The ad featured an orange evening gown from the back, an image the brand had posted to its account a week before the promoted post appeared. Promoted Instagram posts are still fairly uncommon, but the reaction to Ralph Lauren's ad shows that consumers are starting to become more accepting of the sponsored content ([see story](#)).

Opportunities for retailers and brands that are found in native advertising can be immensely beneficial.

"Retailers are looking for more opportunities to leverage consumer trends, and our community is continuously searching for the latest trends – so this is a way to connect the two in an authentic way that benefits both our community and advertising partners," Mr. Gullov-Singh said. "Brands can now drive engagement around the trends that are most important to them, and provide even more style inspiration to Polyvore's community."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/WsVBRD99q-s>

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