

MOBILE

Barneys to introduce shoppable Instagram content

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Barneys' Like2Buy content

By STAFF REPORTS

Department store chain Barneys New York is the latest luxury retailer to implement shoppable content on its Instagram account.

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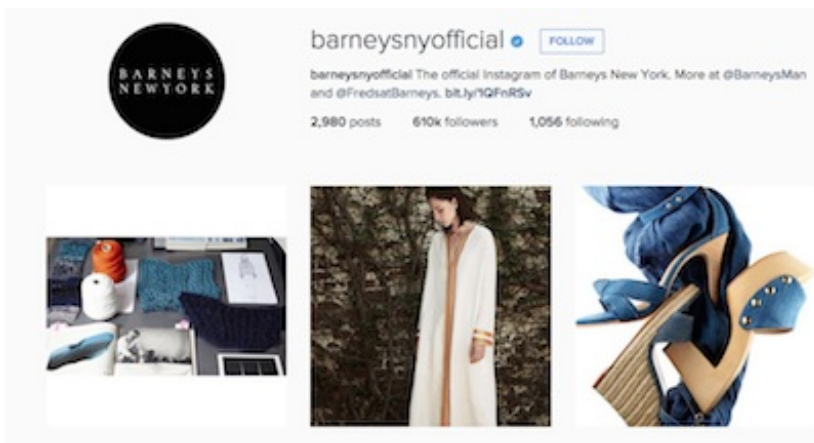
Beginning on June 23, followers of Barneys' Instagram account will be able to shop featured goods through Like2Buy. One of Instagram's main pitfalls is that users are unable to insert hyperlinks into photo captions, thus causing a halted, although visually engaging, interaction between brands and consumers.

I like it like that

Barneys announced June 18 that it will begin using Like2Buy within its content curated for Instagram.

Like2Buy enables Instagram content to be shoppable by placing a link in the brand or retailer's profile. Following the Like2Buy link brings the consumer to a gallery of shoppable Instagram images that are ecommerce enabled through the Barneys Web site.

The gallery includes apparel and accessories, jewelry, footwear, personal care items and imagery for Barneys' in-store Fred restaurant, among other product categories.



Barneys' Instagram account, desktop version

To promote its new Like2Buy capabilities, Barneys is partnering with designers such as Jennifer Meyer, Jennifer Fisher, Lisa Marie Fernandez and Solid & Striped. Each designer will promote Barneys Like2Buy on their individual Instagram accounts, as will the department store during the first week of the launch.

Like2Buy has been one way that brands and retailers have circumnavigated Instagram's limitations, but others have developed different methods.

For instance, followers of Marc Jacobs Beauty on Instagram can click a link provided in the brand's bio section. The page that loads in the Web browser on the consumer's device presents a simple field and explains how Shop via @MarcBeauty Instagram works.

Consumers must enter their Instagram handle and email address into the fields provided on the sign-up page. When the consumer clicks the Instagram heart icon to like a photo on Marc Jacob Beauty's account containing the hashtag #ShopMJB, an email related to the featured product will be sent to their inbox ([see story](#)).

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