

INTERNET

Yoox courts Russian consumers with UGC campaign

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#YooxFillMyCloset image

By STAFF REPORTS

Online retailer Yoox is reaching out to fashion fans in Russia with a user-generated content contest hosted on its market-specific site.

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#YooxFillMyCloset speaks to those who never feel they have anything to wear, asking consumers to share an outfit photo to Instagram. An awareness-focused initiative, the contest rules include tagging a friend, which may help spread word of mouth about the retailer within the country.

To Russia with love

While the contest is only accessible to fans in Russia, Yoox introduced the initiative on its brand Facebook page. Russian text tells the user about the contest, and sends her to Yoox.com to find out more.

The contest is housed on a dedicated page on the Web site that includes style inspiration and a gallery of previous entries from Instagram, thereby building a community on the ecommerce site.

Consumers are told they have to publish a photo, tag their friend and follow Yoox on Instagram. By including all of these steps, Yoox will be able to incentivize fans to add its account to their social feed.



Promotional image for #YooxFillMyCloset

Also for inspiration, Yoox links to a selection of items compiled by Moscow-based Instagram star Nastasia Nikonova.

After the contest ends Nov. 2, the top three photos will be awarded a shopping trip on Yoox.com to fill their wardrobes up.

Even with tense relations between Russia and Western countries, a complete ban on clothing and textile imports from the United States and the European Union is highly unlikely, according to a report by Fashionbi.

"[Fashion in Russia What future holds](#)" says imported products make up about 75 percent of the Russian apparel and accessories market, but international products are being threatened by the geopolitical climate in the country.

However, even if a ban on apparel imports is implemented, Russians will still need fashion and will find new ways to get the brands to which they are loyal ([see story](#)).

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