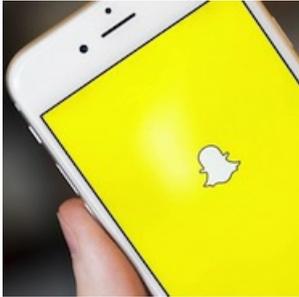


MOBILE

## Retailers turn to Snapchat to share fashion week with curious clientele

February 16, 2016



*Snapchat*

---

By FORREST CARDAMENIS

During New York Fashion Week, retailers have been embracing Snapchat as the latest and greatest social media platform.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A number of retailers have noticed the change in relationship consumers have with fashion week and have responded accordingly, becoming active on Snapchat just prior to New York's 2016 edition. Almost half of the platform's audience is between the ages of 18-24, rates at least double those on Instagram and Twitter, making it an ideal platform for reaching a consumptive audience.

"Nothing optimizes that same sense of being in the moment more than fashion week, so we think it is the perfect platform to fully launch the Neiman Marcus presence and partnership with Snapchat," said Natalie Bowman, vice president of media at Neiman Marcus. "We will be one of the first brands to use Geofilter during NYFW. It will be live Feb. 11 to Feb. 18 at all three major show venues from 8 a.m. 8 p.m."

Snap. Share. Purchase.

Although the general youthfulness of Snapchat's audience might make them less prolific buyers, it is also the fastest growing social media platform, and users tend to be more engaged than those on other networks. A move to Snapchat is as much about the future as it is now.



*Bloomingdale's Snapchat filter*

It goes without saying that it is better to be an early adopter of technology than a latecomer, as each additional brand is pulling from a smaller audience after many consumers have already grown loyal to the early adopters. Just as important is that using Snapchat now will give brands time to experiment with the platform and find out how best to use it.

Neiman Marcus, Saks Fifth Avenue and Moda Operandi have all created Snapchat accounts in recent weeks, joining retailers such as Nordstrom and Bloomingdale's on the network. As fashion labels show off their latest collection on the runway, retailers are poised to give consumers sneak previews.



*Image from Neiman Marcus NYFW16 Snapchat story*

In this regard, retailers can hint to consumers that they may carry the collections without having to offer an overt sales pitch. At the same time, consumers already loyal to one department store won't find themselves jumping ship to get closer to the action during the presentations.

While Fashion Week presentations used to be exclusive, new media first made it possible for consumers who could not be there in person to watch the runway show later. More recently, Meerkat, Periscope and Snapchat have let consumers take in the spectacle in real time and from new perspectives.

As a result, consumer expectations have changed dramatically. They now demand proximity and transparency. Retailers are in an optimal position to provide that and therefore make a connection with consumers.



*Nordstrom NYFW16 Snapchat*

Accordingly, numerous retailers, including Nordstrom and Neiman Marcus, are sharing Snapchat stories from and surrounding the runway with followers.

#### Going through changes

While retailers are wise to help consumers get the front-row and behind-the-scenes looks that they crave, there is an argument to be made that fashion labels also need to adopt.

The debate surrounding the role of the fashion show today is escalating, as more designers opt to shake up the runway format.

A rise in digital integration at fashion shows means that the audience at home and within the venue consumes and creates media instantaneously, but typically that feeling of instant gratification ends there, as consumers then wait months for the collection to become available for purchase. In a world where shopping is often just a click away, this delayed path from runway to retail can feel dated, prompting a number of brands to attempt to fix the format ([see story](#)).

Although most retailers are just now catching on, apparel labels have long since caught on to Snapchat's benefits.

Fashion brands embraced Snapchat from last year to give their consumers secret insider content, providing more access to the inner workings of putting on a runway show.

Michael Kors and Valentino were among the brands that took advantage of the application's ability to share fleeting glimpses of personal moments, inviting them into a form of community. Snapchat users tend to skew younger, opening up labels to a new generation of consumers.

"Snapchat is different from other channels in that it is a customer-centric platform," Ms. Boman said. "The Snapchat user opens with a camera and decides who they want to follow and what content they want to see.

"We populate our Snapchat panel with the customer in mind," she said. "Snapchat has a large devoted fanbase and is a great tool for sharing what you are doing in that moment. Whether a person is at our store or attending a runway show, we love the idea of making it easy and fun to share their story with their friends. It is a unique way to integrate the Neiman Marcus brand into their lives in a more fun and playful manner.

"Any retailer should appreciate a platform that makes it easy to share where you are and document what you are doing in-the-moment."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.