

MEDIA/PUBLISHING

## Style.com teases upcoming relaunch on Instagram

July 14, 2016

### What is Style.com?

*Style.com teaser*

By STAFF REPORTS

Media conglomerate Cond Nast's ecommerce venture, which saw fashion news site Style.com rebranded for online retail, is expected to launch in September.

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After Cond Nast first announced its plans to rebrand Style.com in April 2015, the media conglomerate stayed mostly quiet on its plans. The new Style.com enterprise will sell merchandise directly through the desktop sites and digital editions of its publications on mobile applications, as well as on Style.com ([see story](#)).

#### Ventures in ecommerce

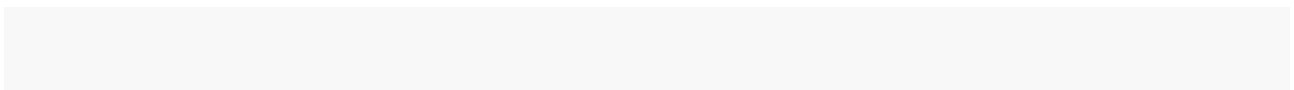
Style.com's rebranding for ecommerce comes at a time when publishers are investigating new methods to remain relevant in a changing landscape where many consumers would rather read and shop online over print and bricks-and-mortar shops.

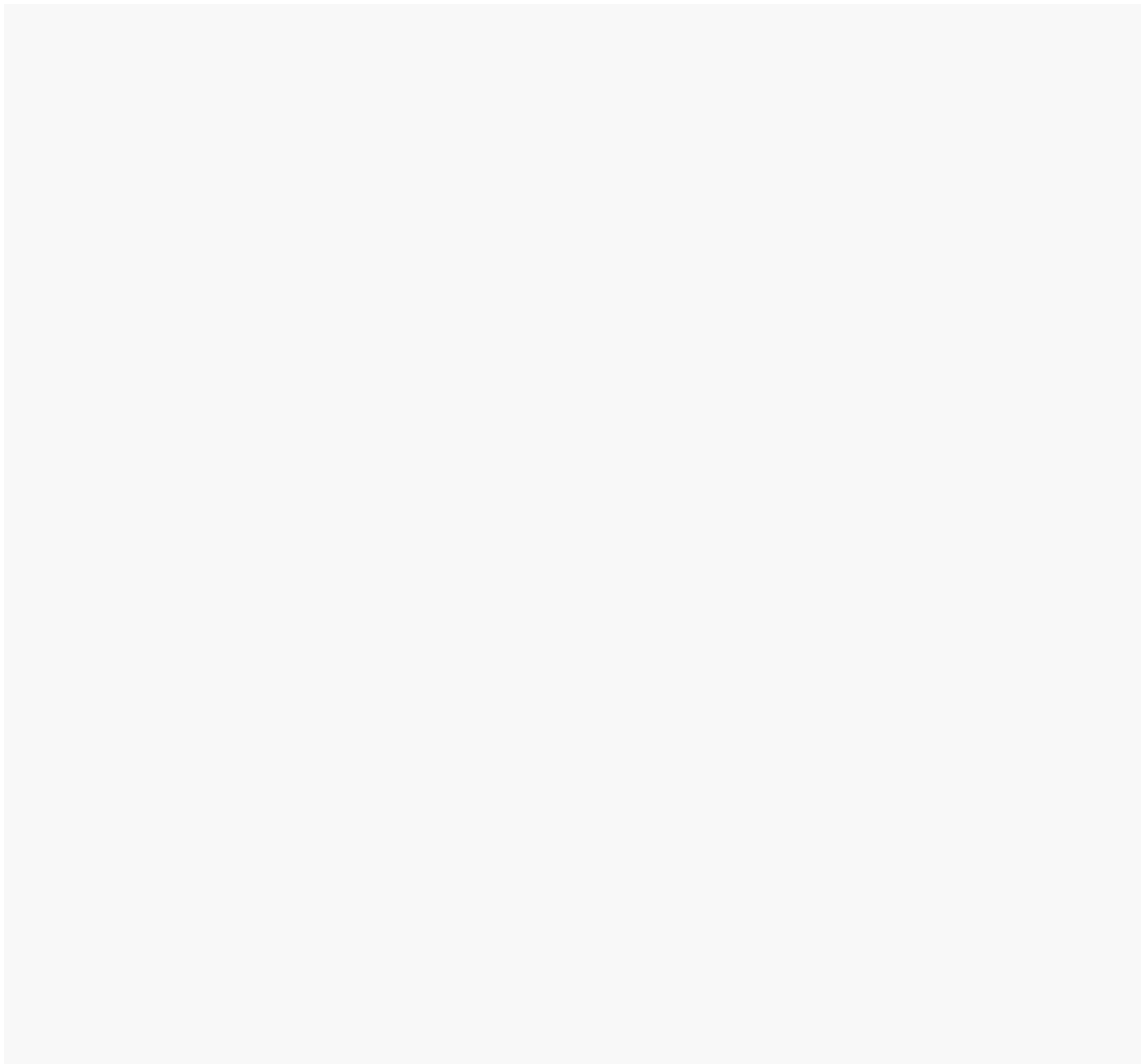
By launching an ecommerce venture, Cond Nast will be in a position to leverage the buying power of its more than 300 million readers of titles such as Vogue and Vanity Fair. Cond Nast has been the clear frontrunner in learning how to adapt to changing behavior to ensure its titles remain profitable and top of mind.

When the news first broke, Cond Nast shared that the new Style.com would first launch in the United Kingdom before being introduced to Europe, the United States and other regional markets its publications have a presence. The first publications to be activated for ecommerce will be British Vogue and British GQ.

As the September launch date nears, Cond Nast has shared a series of digital teasers on Style.com's Instagram account.

When a follower scrolls through the six images shared reads, "What the [scribbles] is Style .com?" The third image is an Instagram video that opens with scribble marks and filters through a slideshow of question marks, magnifying glasses and the logos of British Vogue, British GQ and Style.com, among others.





Sign up to be the first to know. Link in bio.

A video posted by Style.com (@styledotcom) on Jul 13, 2016 at 9:21am PDT

Other than the short clip, followers are encouraged to follow the link in Style.com's bio to sign up for updates. In addition to an email address, Style.com inquires whether the consumer is interested in men's or women's fashion, and gives an option to share the upcoming relaunch socially.

When the new Style.com ecommerce platform launches, Cond Nast readers will be able to scan items in the print magazines with their devices to make a purchase, shortening the path between editorial and commerce. In addition to fashion, Style.com will sell upmarket beauty, travel services and technology.

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