

MEDIA/PUBLISHING

## Harper's Bazaar strengthens editors' voice in ShopBazaar updates

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*Image courtesy of Harper's Bazaar*

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By STAFF REPORTS

Hearst-owned fashion publication Harper's Bazaar is reintroducing consumers to its ecommerce venture ShopBazaar by increasing the site's interactive content.

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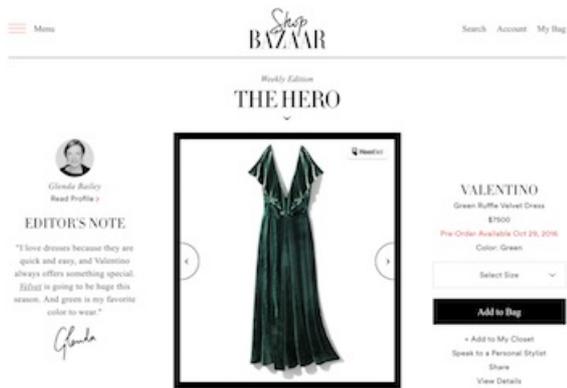
The publication first launched ShopBazaar in 2012 to allow Harper's Bazaar readers the ability to effortlessly go from discovery point to purchase for a fully immersive experience ([see story](#)). The site has now been reimagined to offer highly-edited content and a new look and feel that better reflects Harper's Bazaar's design aesthetic.

### Shopping at the Bazaar

Harper's Bazaar's content-to-commerce platform's redesign includes an updated logo in a signature font and adaptive design for mobile optimization on user's screens. Harper's Bazaar worked with creative agency Wednesday on ShopBazaar's redesign.

With the redesign, Harper's Bazaar has announced the appointment of Katie Hobbs as ecommerce director of ShopBazaar. Ms. Hobbs began her career at Elle magazine and brings to ShopBazaar more than a decade of ecommerce experience.

Features include "The Hero," or must-have item of the week that has been selected by the publication's editorial staff. The Hero must-have is similar to the monthly front of the book pages in the print title that displays "hero" accessories.



### Harper's Bazaar's ShopBazaar homepage

The Hero item will also be styled by three Harper's Bazaar editors to create a full look. This offers consumers different perspectives on how a particular piece can fit into their wardrobe.

On the Editor's Index, consumers can get to know more about the personal styles of Harper's Bazaar editors. In this feature consumers also have access to editors' Instagram feeds as a personal style reference.

Bringing the pages of the print magazine to life, ShopBazaar also includes a multi-page feature from the physical issue that is digitally transformed to be shoppable.

A Moodboard is also present allowing consumers to learn the inspiration behind the featured shoots, such as colors and landscapes. All content is presented as interactive and socially shareable to create a fully immersive experience.

Additionally, ShopBazaar includes a collection of pieces included in The Feature, but are not part of the print magazine version. Referred to as The Trunk, this element may be enticing since consumers will feel that they are experiencing an aspect not shared broadly by the magazine.

"Fashion and ecommerce have changed drastically in the last five years," said Carol Smith, vice president and chief revenue office for Harper's Bazaar, in a statement. "It was time to pause and reflect on our original mission, which is to offer what our editors consider first and best. But not what's most."

"We've scaled back our coverage to fore core retail partners, and we've put the voice of our editors front and center," she said. "Because ShopBazaar is not just ecommerce – it's eservice for the reader."

"Not only are we telling her what to buy, but why we chose it and how to do style it in different ways."

ShopBazaar's core retail partners include Kirna Zabete, The Webster, Hampden and Neapolitan. Beauty will be integrated through various marketing partnerships throughout the year.