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Who What Wear turns 10 with shoppable exhibit powered by Neiman Marcus

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Who What Wear's #WWW10 Experience

By STAFF REPORTS

Department store chain Neiman Marcus is exploring the fashion trends of the last decade in a shoppable exhibition with style site Who What Wear.

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Clique Media Group-owned Who What Wear is celebrating its 10-year anniversary by staging a style recap in Los Angeles Nov. 3-13. On view will be trends dating back to 2006, some of which may have been forgotten, intentionally or not, by consumers.

#FBF

During its tenth year of operations, Who What Wear has looked back at style's biggest trends, the most popular fashion bloggers and the evolution of engagements and more as it celebrated its first decade.

Since 2006, Who What Wear has expanded to four content brands, a clothing and accessories line sold by big box store Target, three books and United Kingdom and Australian versions of its site.



Who What Wear's co-founders Hillary Kerr and Katherine Power

Bringing its editorial content to life, Who What Wear's #WWW10 is now a physical experience on Melrose Place in Los Angeles. Open to the public, the space is free and gives consumers an opportunity to reminisce about long-gone trends, how quickly fashion evolves and its lasting impact on popular culture.

Designed as if it were a museum, consumers can walk through and see on-display brands such as Marc Jacobs Beauty, J Brand Denim, Uggs and Gucci, among others.

For an interactive trip down memory lane, Who What Wear has partnered with retailer Neiman Marcus to create a shoppable experience. Much of the displays can be purchased on Neiman Marcus' ecommerce site via iPads set up at the exhibition.

After the #WWW10 Experience wraps Nov. 13, but there are talks of the exhibition traveling to other cities in the United States.

Various forms of shoppable content is on the rise as brands and department stores go up against pure online players.

For example, U.S. jeweler Harry Winston is making a connection between its Instagram content and its physical points of sale through a shoppable feed.

The brand, which does not offer ecommerce, is leveraging Curalate's Like2Buy platform to drive in-store appointments and product exploration instead of online purchases. Brands' Instagram audiences tend to be the most engaged, making this initiative a means to connect the brand's digital followers with its frontline staff ([see story](#)).

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