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## Childrensalon shortens purchase path to 2-click Instagram process

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*Fendi sells its children's collections on Childrensalon*

By STAFF REPORTS

Online children's wear retailer Childrensalon is bridging the gap between social discovery and commerce with the introduction of an Instagram shop.

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One of Instagram's main shortcomings at launch was the inability for brands to turn content into conversions since the platform does not allow for hyperlinks within captions. While that remains true, brands have sidestepped the limited path to purchase offered by including links in their biographies that redirect to shoppable content mirroring their Instagram feeds.

### Shoppable feeds

Launched this month, Childrensalon's latest digital venture is the introduction of the Instagram Edit.

A link provided on the retailer's Instagram account redirects to a page on its Web page that will mirror the content shared to its feed. Consumers can see the retailer's latest photos in real time to immediately learn of Childrensalon's latest offers and children's wear collections.

The Instagram Edit was developed by Childrensalon's in-house creative team, which has created a full functioning Web page that seamlessly connects its Instagram and Web site. As of press time, the children's wear retailer has approximately 316,000 Instagram followers.

Launching Instagram Edit has reduced Childrensalon's eight-click journey to just two clicks, making conversions all the easier for its consumers. Childrensalon's Instagram Edit can be seen [here](#).



*Childrensalon's Instagram Edit is now featured on its Web site*

Recently, Childrensalon launched an outlet site to offer consumers out-of-season designer children's wear.

Childrensalon launched the [Petitoutlet.com](https://www.petitoutlet.com) in March to offer its consumers children's apparel at discounted prices when collections become off-season.

The children's apparel and accessories market is growing, with a number of high-end designers entering the sector with capsule collections and full lines. Founded in 1952, Childrensalon sources its designer collections directly from the fashion industry's leading brands ([see story](#)).

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