

MARKETING

## Modalist unveils tool to make influencer posts shoppable

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*Modalist's new tool will help brands get more value from influencers. Image credit: Modalist*

By DANNY PARISI

Fashion ecommerce site Modalist has created a new tool designed to connect its shoppable platform with social media influencers.

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The Modalist Social Runway will allow influencers on popular social media platforms such as Instagram to easily create shoppable sponsored content. With the increasing power that influencers hold in the fashion industry, this tool will allow brands to remove much of the friction between seeing an influencer post and purchasing the featured product.

"Modalist Social Runway is a global monetization platform for fashion and lifestyle influencers," said Tina Fisher, co-founder and CEO of **Modalist**, Powell, Ohio. "It enables our influencers to earn revenue by driving sales from millions of products by the top fashion designers in the world.

"We believe in their ability to drive commerce and showcase the latest fashion trends while elevating their own brand. MSR gives them access to thousands of fashion brands and the tools to present them to their communities."

### Influencer marketing

Influencers are a powerful new tool for any brand interested in connecting to consumers through social media.

Over the past five years, big influencers have increasingly come to drive huge amounts of social traffic to branded content, routinely getting much more engagement on posts in partnership with certain brands than the brand's posts themselves.



*Influencer posts are far more engaging for customers than brand posts. Image credit: Modalist*

Modalist is working to make this relationship even smoother with a new tool that connects influencer posts with ecommerce.

With the Social Runway, influencers can create branded content tied to a specific product and link it directly to Modalist's ecommerce platform, making the post interactive and shoppable. Retailer partners for the platform include Neiman Marcus, Luisa Via Roma, Lane Crawford, Saks Fifth Avenue and Farfetch.

Shoppable posts

Influencers are key to social media marketing today.

Luxury is far and away the most-prolific collaborator with influencers on Instagram, but brands need to be aware of how to pick the best tastemaker with the right scale and focus for the campaign.

L2 has released a report delving into the data of influencers to help brands understand how follower count, authenticity and other factors play into an influencer's effectiveness. The key point is that not all influencers are created equal and brands need to pick the right influencer that works for them ([see story](#)).

Wealthy consumers are proving extremely influential in terms of retail, with 70 percent classified as affluents who double as social influencers, or what Ipsos refers to as "affluencers."



*Influencers can now make sponsored content shoppable. Image credit: Modalist*

Influencers are extremely powerful in making an impact on followers' shopping behaviors and decision-making. The affluent segment of the population is proving to be a major source of this influence, according to a survey from Ipsos ([see story](#)).

Modalist's new tool will make those influencers even more useful to brands as it allows them to connect their followers to the purchasing option even quicker and more seamlessly than before.

"Building these strategic partnerships with fashion influencers is a win-win," Ms. Fisher said. "The influencer category is a \$1 billion industry projected to grow to \$2.4 billion in just two years.

"We are thrilled to elevate and reward these proven leaders while further enhancing Modalist as a premier shopping destination for online fashion."

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