

MEDIA/PUBLISHING

Cond Nast to introduce integrated content on Amazon Echo Look

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The Amazon Echo Look is invite-only for purchases. Image credit: Amazon

By STAFF REPORTS

As publishers work to reevaluate where media belongs in the digital landscape, Cond Nast publications *GQ* and *Vogue* will begin streamlining select content to Amazon's Echo Look.

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Later this month, the Alexa-powered **Echo Look**, which includes a camera unlike other Amazon virtual assistant devices, will start to feature magazine content from *GQ* and *Vogue*. Found on the home screen of the Echo mobile application, the magazines' content will refresh weekly and be curated by Amazon and Cond Nast.

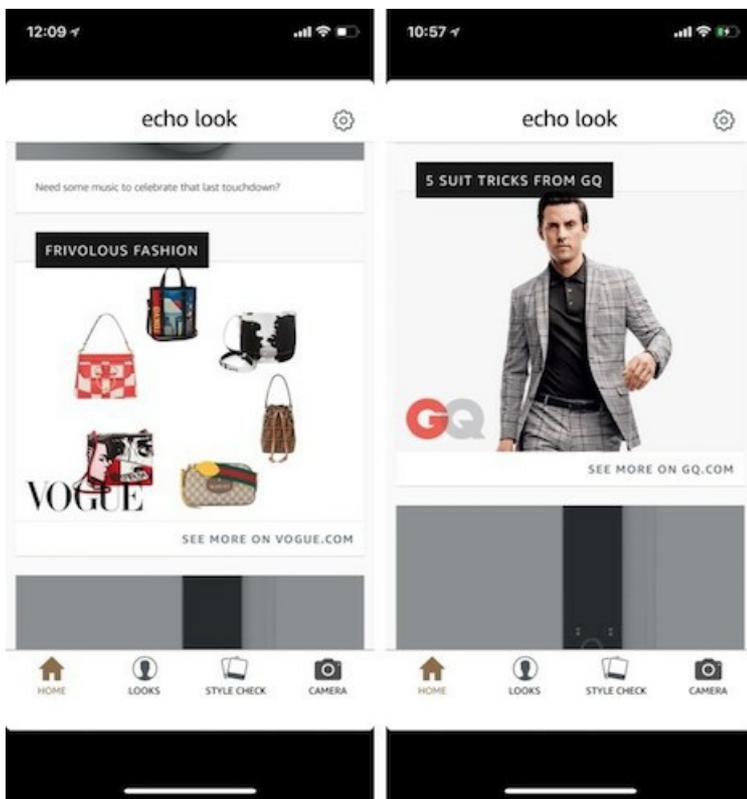
Virtual stylists

The Echo Look x Cond Nast concept works by users taking a selfie with the Amazon device and sending it to the app. When they do, users will be pushed fashion, celebrity or service content from *GQ* and *Vogue*.

A percentage of the content seen by Echo Look users will be shoppable. Although Amazon is not in a paid partnership with Cond Nast, the publisher will get a cut of sales if a user clicks to make a purchase based on seen content.

At launch Feb. 19, *Vogue* will begin running a range of topics on Echo Look, including celebrity news and fashion trends, while *GQ* plans to focus on style advice and recommendations.

Per Digiday, Cond Nast was motivated by reader requests that asked for help choosing products. Speaking to Digiday, Anna-Lisa Yabsley, digital director at *Vogue* said, "It's a new distribution method for us. We're really interested in refining and getting a real understanding for where the overlap is between our two audiences."



Content examples by Vogue (right) and GQ (left) for Amazon Echo Look. Image credit: Cond Nast

Other benefits of leveraging Echo Look to interact with users is for the publications to learn what recommendations perform best. Eventually, this knowledge may result in the titles curating content for users.

In a statement to Digiday, Rob DeChiaro, digital general manager at *GQ*, said, "For us, at first, it's going to be looking around the data on the content that performs well on our platforms, then figuring out what's good in service and utility across Amazon."

Cond Nast can also apply these learnings to ecommerce growth efforts, which it has stated is a 2018 goal.

Amazon currently offers the Echo Look virtual assistant on an exclusive by-invitation basis. The device itself costs \$199.99, and potential users must request an invitation from Amazon to purchase.

The hands-free camera includes Amazon's Style Assistant with Alexa, which features Style Check. The Style Check function provides Echo Look users with a second opinion on their outfit.

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