

MARKETING

## Ssense continues targeting young consumers by acquiring Polyvore

April 5, 2018



*Polyvore is shutting down after 11 years. Image credit: Polyvore*

By STAFF REPORTS

Community-powered social commerce platform Polyvore has been fully acquired by online fashion retailer Ssense.

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Polyvore was noted for "democratizing fashion" as one New Yorker profile put it, giving any user the ability to be their own fashion curator and designer. As the platform moves to Ssense, Polyvore's entire userbase (unless they opt out) will be transferred over, along with their data.

"We believe that Ssense is the right community for the Polyvore members, and we're inspired by their commitment to offering a directional mix of the most coveted labels in the world," said Polyvore in a statement on its blog.

### End of an era

Polyvore established itself as a place where fashion-savvy people could curate their favorite looks, design their own outfits and even purchase fashion pieces from some of the retailers and brands that worked with Polyvore, such as Luisa Via Roma ([see story](#)).

Now, 11 years after its founding in 2007, Polyvore is officially shutting down, with its platform redirecting to Ssense. The company will no longer support its applications.

In a blog post announcing the purchase, Polyvore said that users' information would be shared with Ssense and that they would be migrated over to Ssense's fashion platform. Users can opt out of this transfer if they have no interest.

Additionally, all the content made and posted on Polyvore over the years is available to download so that no user will lose the hours of time they put into curating their accounts.



*Love letters from users in Polyvore's office. Image credit: Polyvore*

For Ssense this represents a potentially significant acquisition of data. According to Fortune, Polyvore had 20 million active monthly users.

Most recently, Ssense has been working to appeal more to youthful audiences. The platform also has a content-driven approach.

Last month, Italian fashion house Gucci and Ssense have teamed up for a short documentary chronicling young creative Elise By Olsen's departure from the magazine she founded as a teenager.

In the short documentary, titled "Youth Mode," Ms. Olsen speaks about the founding of Recens Paper, a magazine by and for young people, and her decision to resign from her position as editor-in-chief. The project shows Gucci and Ssense's willingness to branch out of traditional video content and create more campaigns that can live on their own as standalone films ([see story](#)).

In the announcement blog post from Polyvore, the company thanked its audience for staying with it for so many years and posted an image of a wall of love letters received from users throughout the years inside the Polyvore office.