

MARKETING

## YouTube hires fashion journalist Derek Blasberg

June 26, 2018



*Derek Blasberg posts to his personal social media celebrating his new role. Image credit: @derekblasberg*

By STAFF REPORTS

YouTube is looking to fashion and beauty with a new hire likely competing with Instagram.

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The digital video platform is bringing fashion journalist Derek Blasberg on to spearhead a new fashion and beauty division. With influencers becoming such an important part of marketing in the apparel and cosmetics industries, this is a strategic move on YouTube's part.

### YouTube versus Instagram

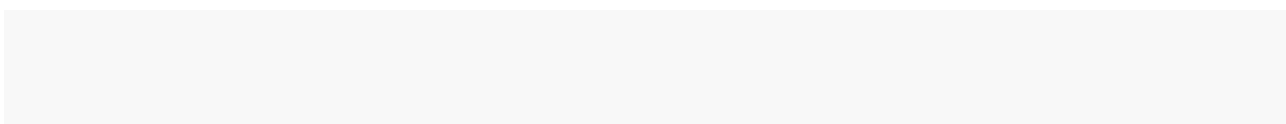
Instagram is diving headfirst into video with the launch of IGTV, a new home base for the platform's expanded video offerings, including hour-long videos and curated films, directly competing with YouTube.

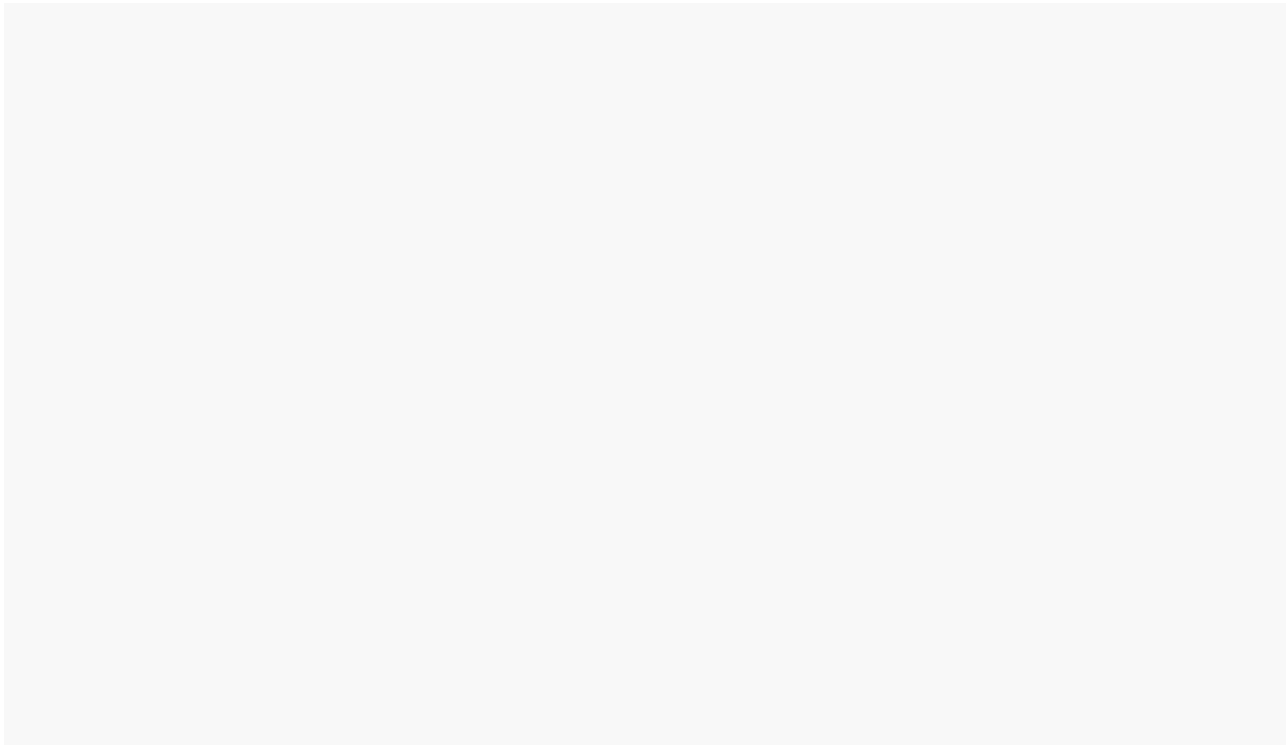
The new platform will allow creators to make more varieties of video offerings, which have previously been limited in length and search capabilities. Instagram may be attempting to challenge YouTube for video dominance, something that brands who work with the platforms should be aware of ([see story](#)).

Mr. Blasberg's new role within YouTube will focus on creating partnerships with ambassadors, influencers and brands.

Business of Fashion has noted that he frequently appears in many posts on Instagram with influencers and celebrities.

"I'm looking forward to bridging the world of YouTube creators with the global style and beauty industries in this newly created role and department," said the new hire in a statement.





The first (and last) meeting of the Louis Vuitton synchronized swim team

A post shared by Derek Blasberg (@derekblasberg) on May 30, 2018 at 9:29am PDT

Mr. Blasberg has been the host of CNN's fashion segment, CNN Style, since 2016 and has also hosted a digital series for Vanity Fair.

He has also written several books and has worked with a variety of important designers and models in the fashion industry. His collaborations will likely be integrated into his new role at YouTube.

In his new role, Mr. Blasberg will report to vice president of content partnerships Kelly Merryman.

"In this newly created role, Derek will collaborate with our incredible creators and diverse portfolio of brands to achieve even more success," Ms. Merryman said in a statement.

Many outlets have noted that Instagram has a similar position to Mr. Blasberg's role at YouTube. In 2015, Instagram tapped the editor-in-chief of *Lucky*, Eva Chen, as director of fashion partnerships.

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