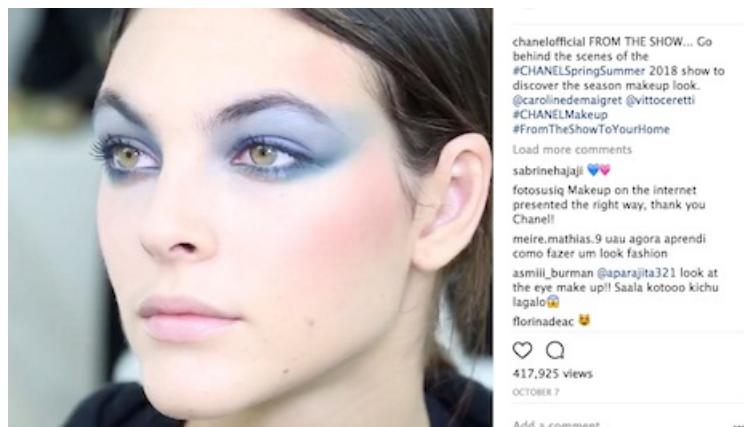


## Instagram founders part ways with Facebook

September 25, 2018



Chanel appeals to consumers with massive reach through Instagram video

By STAFF REPORTS

The founders of popular social media application Instagram, where the majority of luxury brands go to connect with their audiences, are stepping down due to internal issues.

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Facebook originally acquired the photography app in 2012, but it largely remained a separate entity with the founders still on board. However, a recent increase in Facebook founder Mark Zuckerberg's interference in Instagram has caused the founders to split, according to *The New York Times*.

### Parting ways

With an increase in Facebook's name in headlines, as well as a dip in recent shares, Mr. Zuckerberg is likely looking to Instagram to ensure the former's future.

While previously, Instagram was able to remain a separate entity that was able to take advantage of Facebook's significant infrastructure, the Instagram business will likely become more intertwined with Facebook after the founders' departure.

Internal sources claimed that founders Kevin Systrom and Mike Krieger's exits are related to an increase in Mr. Zuckerberg's day-to-day presence.

The founders addressed the rumor in a blog post on Instagram's press page, which confirmed their split.

[View this post on Instagram](#)

@mikeyk and I are grateful for the last eight years at Instagram and six years with the Facebook team. We've grown from 13 people on the team to over a thousand with offices around the world, all while building products used and loved by a community of over one billion. We've loved learning to scale a company and nurture an enormous global community. And we couldn't have done it without our amazing Instagram team, and the support of @zuck, @sherylsandberg, @schrep, and @chriscox at Facebook - we've learned so much from all of you. Now, we're ready for our next chapter. We're planning on taking some time off to explore our curiosity and creativity again. Building new things requires that we step back, understand what inspires us and match that with what the world needs; that's what we plan to do. We remain excited for the future of Instagram and Facebook in the coming years as we transition from leaders to just two users in a billion. Thank you for being part of Instagram's community. It's been (and will continue to be) an honor.

A post shared by Kevin Systrom (@kevin) on Sep 24, 2018 at 9:57pm PDT

#### *Instagram post from Kevin Systrom*

"We're planning on leaving Instagram to explore our curiosity and creativity again," said Kevin Systrom, cofounder and CEO of Instagram, in the statement. "Building new things requires that we step back, understand what inspires us and match that with what the world needs; that's what we plan to do."

"We remain excited for the future of Instagram and Facebook in the coming years as we transition from leaders to two users in a billion," he said. "We look forward to watching what these innovative and extraordinary companies do next."

This news follows additional moves from Instagram into shopping as it increasingly positions itself as a place for commerce as well as conversations.

Instagram is rolling out Shopping on Stories to a wider array of brands as well as testing out a Shopping feature on its Explore hub. These launches come as the brand is said to be working on a standalone shopping application ([see story](#)).

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