

MEDIA/PUBLISHING

Marie Claire UK makes foray into fashion ecommerce

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The Marie Claire Edit is the brand's latest ecommerce project. Image credit: Marie Claire

By STAFF REPORTS

TI Media's *Marie Claire UK* is moving further into ecommerce with a fashion aggregator in partnership with retailers including Selfridges, Farfetch and Net-A-Porter.

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Marie Claire Edit allows readers to browse and shop merchandise from the editorial Web site, while also giving brands new advertising and native placement options. Publications are increasingly getting into the retail game, leveraging their brand relationships and editorial engagement for shopping platforms.

Content-driven commerce

Marie Claire Edit was developed in-house by TI Media, and led by the magazine's head of fashion affiliates Emily Ferguson. The platform leverages the magazine's editors, SEO expertise and publishing capabilities to create a content-enhanced aggregator that attracts traffic and offers fashion with a *Marie Claire* stamp of approval.

The aggregator is linking with Pinterest and Farfetch for a launch contest. Consumers who create a board with their favorite looks from Marie Claire Edit will be entered to win a Farfetch voucher.



Marie Claire Edit homepage. Image courtesy of Marie Claire

In 2016, *Marie Claire UK* teamed with online retailer Ocado Group to launch a premium beauty platform.

Fabled by Marie Claire markets products from the likes of Este Lauder and Bobbi Brown alongside content developed by a dedicated editorial team ([see story](#)).

"The job we do as magazines is to inspire, curate, edit, recommend and help our readers and customers make choices," said Justine Southall, managing director of *Marie Claire*, in a statement. "*Marie Claire* has tried to anticipate the way that women want to engage with us and to shop, and with Fabled by *Marie Claire* and now with the launch of Marie Claire Edit, we have taken that into new territory.

"Now the power and influence of Marie Claire's trusted fashion editors extends even further to offer brands and retailers a new way to engage with consumers through quality native content," she said.

Creating a charitable extension for the site, 1 percent of sales will be donated to Plan International UK, a nonprofit that works for children's rights and equality for girls.

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