

SOFTWARE AND TECHNOLOGY

Instagram moves further into commerce with shopping channel

May 10, 2019



Feel Jeans featured on @shop. Image credit: Instagram

By STAFF REPORTS

Social network Instagram is continuing its push to bring commerce to its platform with the launch of a dedicated shopping account.

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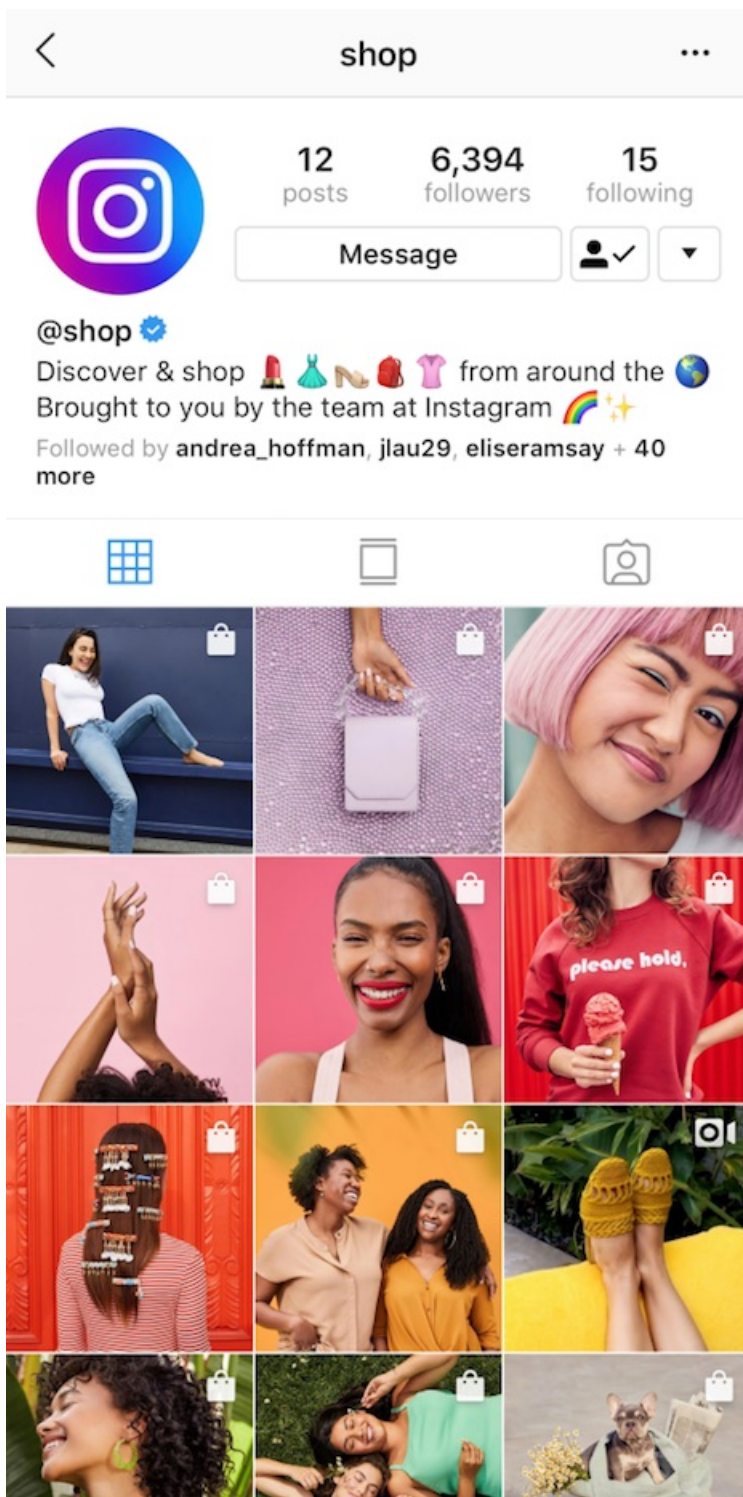
The @shop handle will feature a compilation of merchandise put together by Instagram employees, all of which will be shoppable. Recently, Instagram has been working to make it easier for consumers to complete a purchase path through its platform, linking photo and video discovery with transactions.

See and shop

Instagram's @shop focuses on categories such as fashion, beauty and home furnishings.

Brands featured at launch include Glossier Play and Entire World, the new project from Band of Outsiders founder Scott Sternberg. There are also products from Sold Out NYC and Feel Jeans.

All of the photos and videos on the feed include product tags, enabling viewers to purchase what they see more easily.



Instagram's @shop channel. Image credit: Instagram

Instagram has been working to streamline the shopping journey for users, allowing them to purchase items from brands directly without leaving its application.

Several luxury brands are among the first to roll out Instagram Checkout, including Dior and Prada. After making itself nearly invaluable for brands with the help of an expansive audience and a suite of advertising tools, the Facebook-owned platform is looking to facilitate an end-to-end purchase journey from discovery to conversion ([see story](#)).