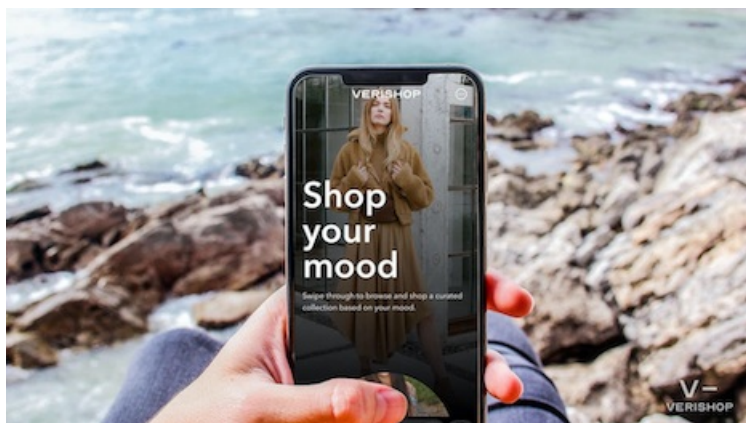


SOFTWARE AND TECHNOLOGY

Snapchat, Verishop launch social shopping partnership

July 21, 2021



Snapchat and Verishop are bringing consumers a new social shopping platform. Image credit: Verishop

By LUXURY DAILY NEWS SERVICE

Social media platform Snap Inc. has partnered with Southern California-based online retailer Verishop to launch Verishop Mini.

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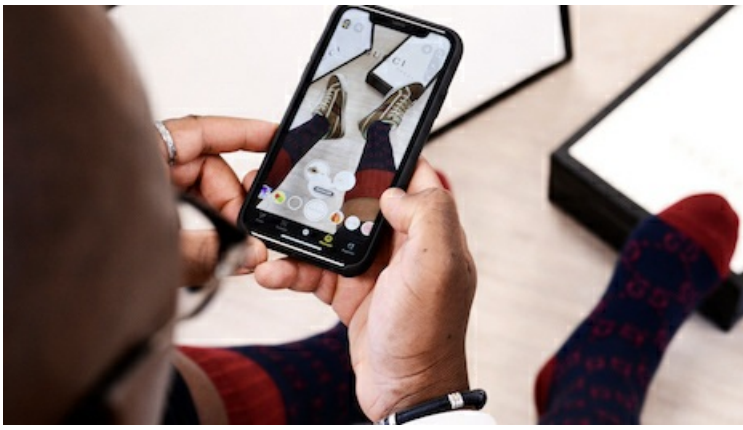
The new curated shopping experience, which lives exclusively within the Snapchat app, allows users to discover and shop fashion and beauty products without leaving the app. Verishop Mini, which is accessible through Snapchat's rocket icon within chat and search, will feature a rotating selection of cult-favorite fashion labels.

"Our Minis platform offers an exciting new way for Verishop to create a socially-driven ecommerce experience inside of Snapchat," said Alston Cheek, director of platform partnerships at Snap Inc., in a statement. "The Verishop Mini makes it easy and fun for our community to shop fashion and beauty favorites expertly curated just for them, right alongside their friends on Snapchat."

Verishop Mini

Snapchat users can shop their "mood" via 10 themed categories, created exclusively for Verishop Mini, that run the gamut from free-spirited and mid-century modern to high glam. Verishop Mini integrates directly with Snapchat's chat function, making it easier to share products in real-time with other users.

Additionally, users can virtually sample popular beauty products and accessories available from Verishop through Snap's new augmented reality try-on experiences. For instance, users can see how they look in shades of lip gloss or virtually try on select styles and colors of sunglasses.



Gucci utilized Snapchat AR features to allow consumers to virtually try on Gucci footwear users. Image courtesy of Gucci

The AR shopping lenses will live on Verishop's Snapchat profile and will be accessible in the filter carousel in Snapchat's main camera.

"Verishop is a new kind of shopping platform, offering easy discovery of unique products through an entertaining shopping experience," said Imran Khan, cofounder/CEO of Snap, Inc., in a statement. "We're passionate about helping independent brands be successful and building features to help these brands connect with the consumer."

With ecommerce in mind, Snap Inc. recently acquired the German machine learning platform Fit Analytics.

Fit Analytics' flagship product is Fit Finder, a tool that helps online shoppers select clothing that will fit properly using machine learning and customer-provided information.

The acquisition marked another example of Snap's push to diversify its revenue streams with ecommerce features and in-app purchases on its mobile application ([see story](#)).