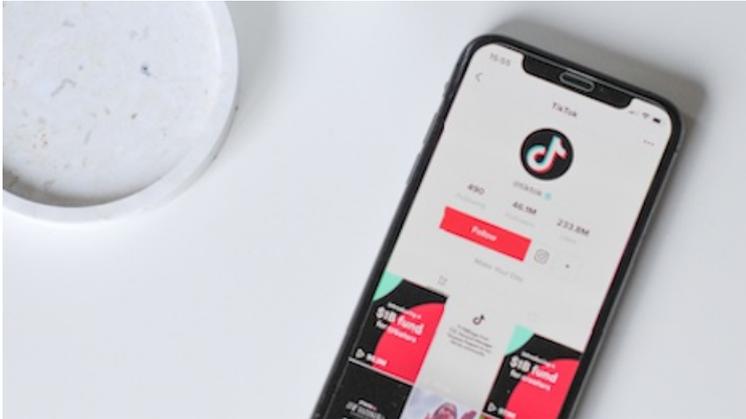


SOFTWARE AND TECHNOLOGY

## TikTok expands partnership with Shopify

August 24, 2021



*TikTok continues tapping into ecommerce opportunities. Image credit: Unsplash*

By LUXURY DAILY NEWS SERVICE

Social video-sharing platform TikTok is building on its relationship with ecommerce company Shopify, and will begin testing TikTok Shopping with a group of Shopify sellers in the U.S., U.K and Canada.

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TikTok Shopping aims to provide merchants with new features that will help them produce engaging and organic content that sends users directly to checkout. This partnership is part of TikTok's strategy to make it easier for its users to explore and purchase products they discover while on the app.

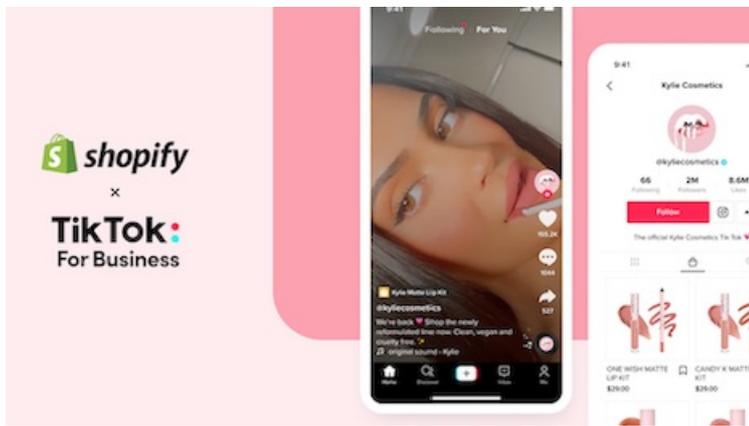
"Our community has transformed shopping into an experience that's rooted in discovery, connection and entertainment, creating unparalleled opportunities for brands to capture consumers' attention," said Blake Chandlee, president of global business solutions at TikTok, in a statement. "TikTok is uniquely placed at the center of content and commerce, and these new solutions make it even easier for businesses of all sizes to create engaging content that drives consumers directly to the digital point of purchase."

### Shoppable content

With the new feature, Shopify merchants with a TikTok For Business account will be able to add a shopping tab to their profiles and connect their product catalogues, ultimately creating an in-app storefront.

Shopify and TikTok have also partnered to bring product links to Shopify merchants, which can be used to tag products in organic TikTok posts.

TikTok users will have the choice to shop directly from the merchant's store or click a tagged product in a merchant's TikTok video which will take them to the merchant's online store for checkout.



*A select number of businesses will participate in beta-testing before the feature is fully launched. Image credit: Shopify*

Kylie Jenner's cosmetics company Kylie Cosmetics will be one of the select businesses to test the new feature.

"I built my business on social media; it's where my fans go first to look for what's new from Kylie Cosmetics," Ms. Jenner said in a statement. "I have so much fun creating TikTok videos, and I love sharing posts of my fans using the products.

"That's why I'm excited for Kylie Cosmetics to be one of the first to let customers shop directly on our TikTok."

TikTok hopes this partnership will empower businesses to build their presences on the platform and reach new customers.

People are flocking to TikTok to meet a range of needs from aspirational and educational to pure entertainment, granting brands a multitude of opportunities to reach audiences and grow revenue.

During a press conference on July 27 previewing Launchmetrics' "TikTok's Takeover: The Power of Creators and Content in 2021" [report](#), executives from the brand performance software company and the video app discussed the advantages for brands using the platform.

By exploring the various approaches the channel has, brands and creators can reach users in more intimate and genuine ways ([see story](#)).

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