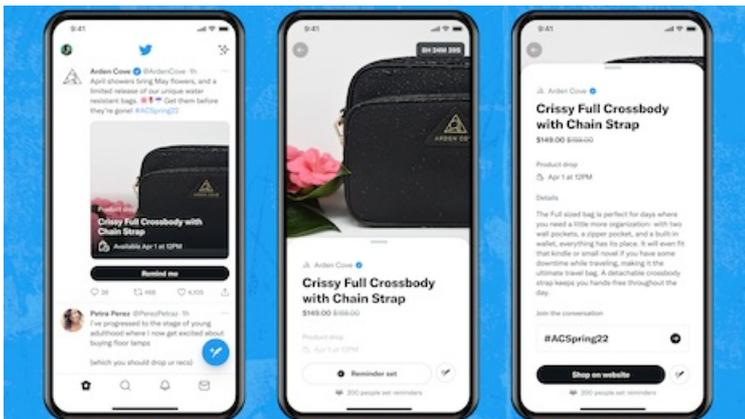


RETAIL

Twitter introduces Product Drops feature for coveted releases

June 13, 2022



Twitter is introducing Product Drops reminders. Image credit: Twitter

By LUXURY DAILY NEWS SERVICE

Social media platform Twitter is catering to brands and fashionable consumers with a new shopping feature.

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Product Drops is the newest offering from Twitter Shopping, allowing users to set reminders for upcoming launches. French fashion house Dior is among the brands piloting the rollout of Product Drops in the U.S.

Twitter drops

The drop model has becoming exceedingly popular, with fashion brands often taking to social media, including Twitter and rival Instagram, to announce and tease upcoming limited-edition collections.

With Product Drops, now rolling out to Twitter users in the U.S. on iOS devices, brand tweets announcing an upcoming drop will include a "remind me" button so followers can keep up with the release.

Have you copped any Drops on Twitter yet? If not, don't worry! There are more coming soon.

Follow [@Dior](#), [@LEGO_Group](#), [@unionlosangeles](#), and [@HomeDepot](#) to stay in the know and watch this video to learn more about our newest Twitter Shopping features.

pic.twitter.com/wnTOMPurV

Twitter Business (@TwitterBusiness) **June 13, 2022**

Dior is among the brands testing the Product Drops feature

On launch day, users will receive an in-app notification 15 minutes before and at the drop time, helping them be among the first to shop. After clicking the notification, consumers will see a "shop on website" button that redirects them to the merchant's site.

Before users sign up for reminders, they can also click through a brand's tweets to view a Product Details Page,

which includes prices, pictures, product descriptions and hashtags so they can follow the conversation about the drop.

Other brands joining Dior in testing the new feature include leather goods and accessories label Fossil and retailer Union Los Angeles.

According to Twitter's #RealTalk 2022 report, Twitter users are turning to their followers for advice and insights on potential purchases. More than three-quarters of users surveyed agreed that conversations on Twitter resulted in product purchasing ([see story](#)).

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