

INTERNET

Pinterest launches Fashion Week page as hub for curated fashion inspiration

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By ERIN SHEA

Social platform Pinterest is launching a new page exclusively for Fashion Week-related pins that are curated from a number of brands, media outlets and industry influencers.

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Luxury Daily

The Fashion Week page, which starts with the spring 2014 collection at New York Fashion Week, gives users a location to find a multitude of fashion related pins. Since Pinterest created a single source for Fashion Week pins, brands that have shows should look to put out content on this page to reach users who are browsing the site.

"There are more than two million fashion pins pinned to Pinterest every day, so we know that fashion insiders are already using Pinterest as a source of inspiration and we wanted to help share that with the world," said Katie Garlinghouse, head of community at [Pinterest](#), San Francisco.

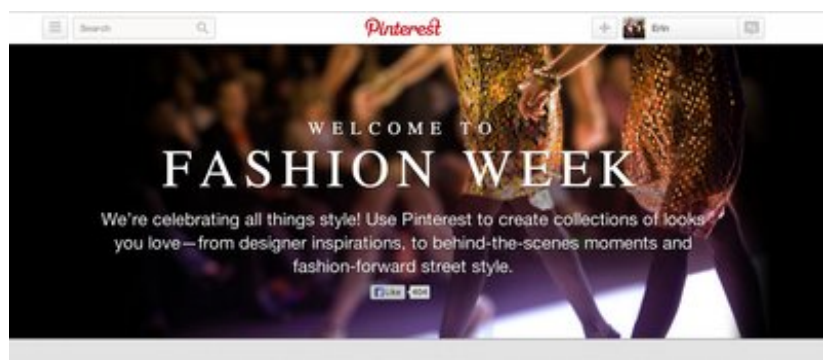
"With our Fashion Week hub, millions of people now have access to the stories and inspirations behind Fashion Week, making it easier for them to interpret these trends in their real lives," she said.

Peek into Fashion Week

The Fashion Week hub begins with spring 2014 collections at the Mercedes-Benz New

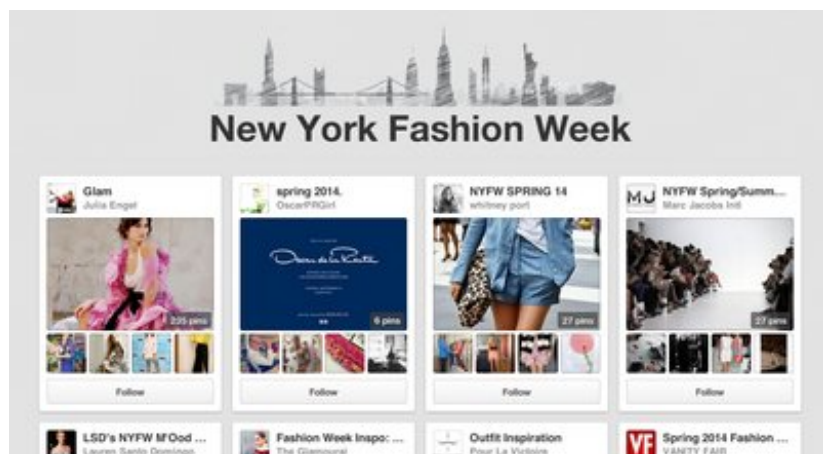
York Fashion Week. It can be accessed at: <http://pinterest.com/fashionweek>.

The New York-themed space already has a number of boards and images as the event takes place Sept. 5-12.



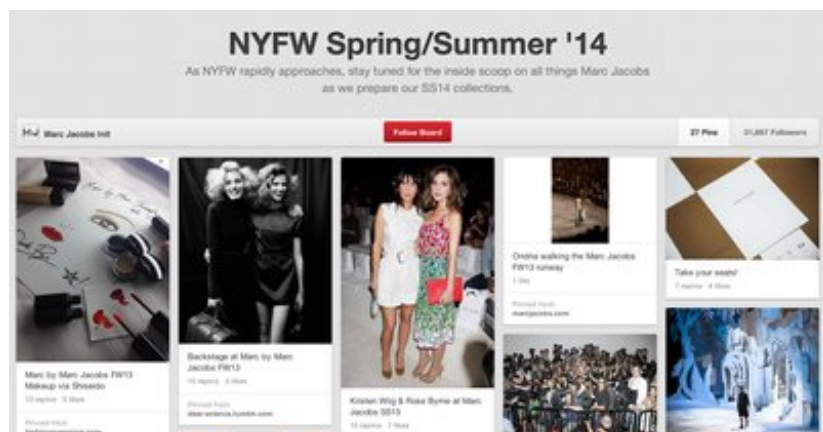
Fashion week page

Boards posted thus far come from a number of creators such as Oscar de la Renta, Marc Jacobs, Nordstrom, Coco Rocha, Diane von Furstenberg, the Council of Fashion Designers of America, Michael Kors, Rebecca Minkoff, Tiffany & Co., the Style Network and others.



New York Fashion Week boards

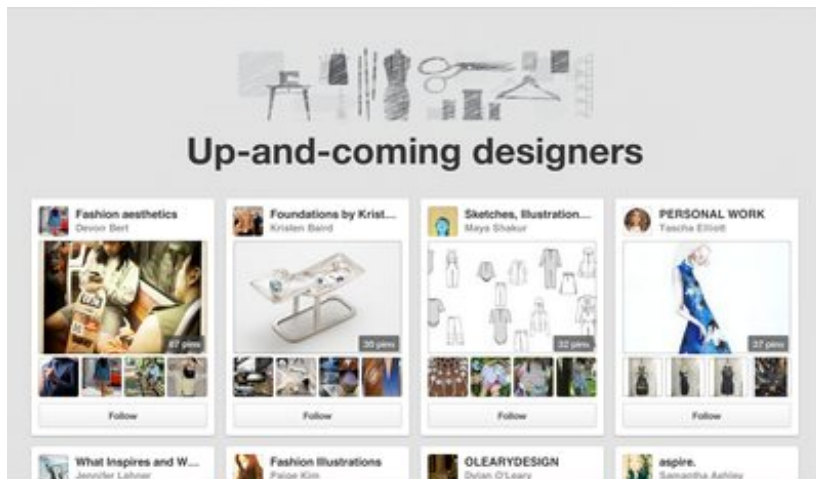
Each one of the boards contain a variety of pins including inspiration images, photographs from fall 2013 collections at the previous Fashion Week, celebrity photos and product images.



Marc Jacobs' New York Fashion Week 2014 board

The other four major Fashion Weeks are below it in the order in which they occur. Following New York is London, Milan and Paris.

Below those sections is a bottom section that is for “Up-and-coming designers.”



Up-and-coming designer boards

Boards in this area include pins that feature sketches, inspiration images and products from new designers.

All of the pins on this page are from a number of fashion designers, brands and style experts.

Fashion central

Since Pinterest is filled with many fashion-focused consumers, putting all of the content in a central hub will likely gain additional exposure for Fashion Week promotions from individual brands. It will also provide an easy visualization of the four major events.

“Fashion is a large interest group on all social media platforms, so it's not surprising that Pinterest wants to create a one-stop-shop for all boards during fashion month,” said Kinjil Mathur, chief marketing office at [Artspace](#), New York.

“It gives the Pinterest users a better experience by making it easier to find inspiration and recaps from fashion month,” she said. “It also provides a big selling opportunity for brands on social.”

Furthermore, this new page could also give some brands a boost in ecommerce with the commerce option incorporated into some Pinterest pins.

“Studies have indicated that Pinterest influences the most sales out of all the major social platform, so why not take advantage of a big selling period for fashion retailers and brands by promoting their content in a bigger way,” Ms. Mathur said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/6cun_pJzhcg](https://www.youtube.com/embed/6cun_pJzhcg)

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