

# #JustAddSelfies



## #Missguided

Online fashion brand Missguided forayed into bricks-and-mortar retail with a new store at London's Westfield Stratford City shopping centre. Designers Dalziel & Pow talk about an 'Instagrammable' shop with a 'live stream of dynamic content'. The result is sizzling enough to stop the Snapchat generation in their GPS-guided tracks. Brand followers and fashionistas are encouraged to 'hashtag your look' with tags ranging from #babesofmissguided and #aspirational to #thefutureisfemale and #girlalmighty.

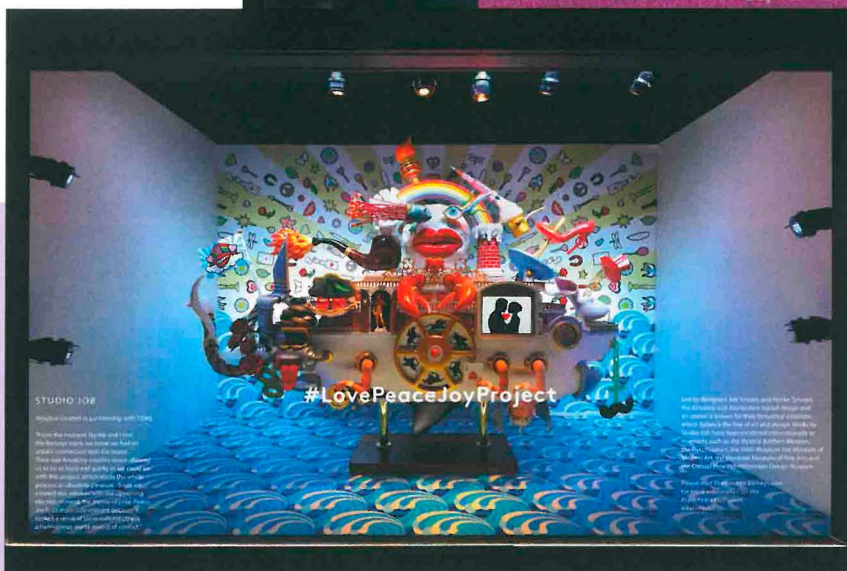
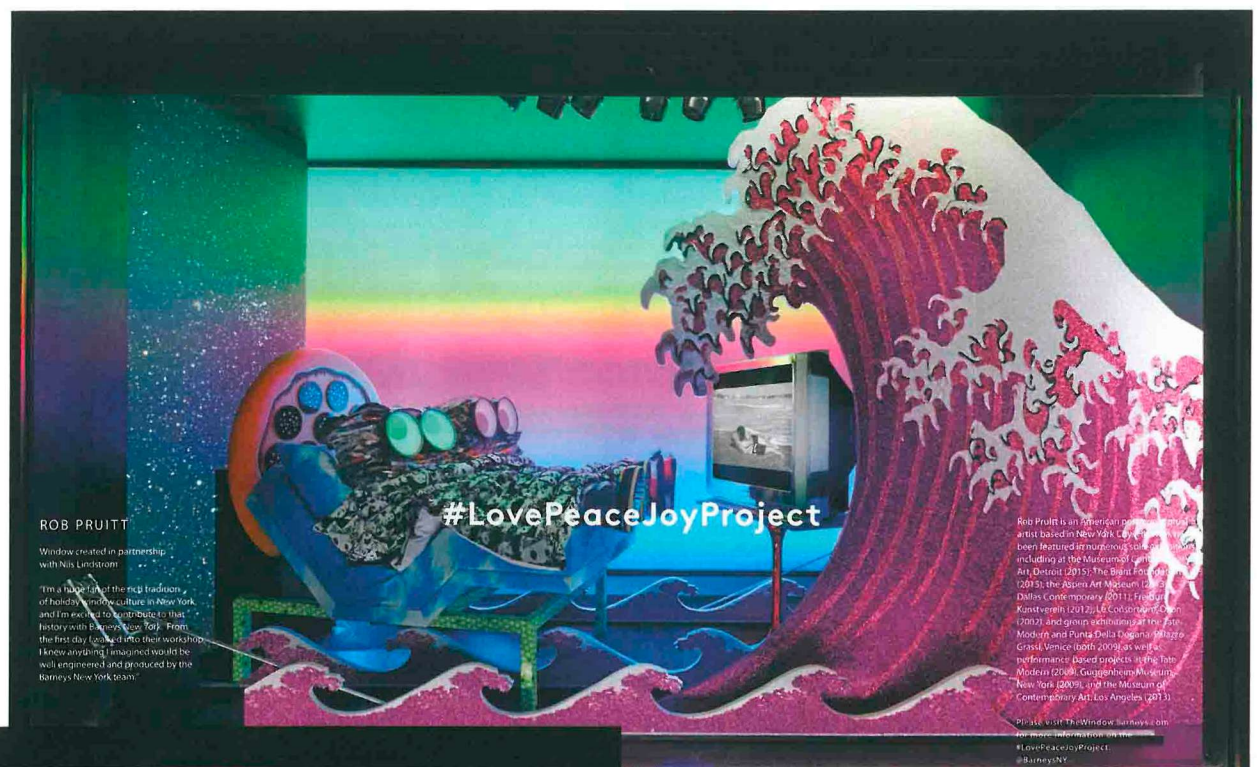
## Three INSTAGRAMMABLE STORES embrace the power of social media.

Words  
BRADLEY QUINN

As **social media** becomes an increasingly essential part of how we live and communicate, **selfies and hashtags** are emerging as the defining symbols of our age. Along with **tweets, pins, likes and shares**, they enable us to say more about who and where we are. Nearly 75 per cent of social-media users add a hashtag, with most tweets and Tumblr posts including more than one. One blogger claims that 11 hashtags will boost engagement by 80 per cent. The biggest fans of hashtags are Instagram users.

Selfies, as **user-generated content**, can provide powerful peer-to-peer recommendations that **stimulate (e-)commerce**. They rank highest when tagged with brand names or are hyperlinked to hashtag tribes such as #whatIworetoday, #photooftheday, #mystyle, #shopping, et cetera. By creating specific hashtags for consumers to use, brands make it easier to find the posts and **influencers** that drive consumer traffic to retail outlets. As hashtags enable retailers to better track a product's impact, brands gain more insight into who their audiences are and find the best ways to engage them. »

Aware of the marketing value of split-second communication, **physical stores** are adapting to the Instagram age with **photogenic interiors** and **eccentric windows**. Lights and backdrops encourage shoppers to take selfies, while **square-ready displays** are designed to fit Instagram's photo format like a glove, no cropping necessary. Question remains: when choreographed so deliberately, will in-store selfie and hashtag sharing keep its appeal?●



## #LovePeaceJoyProject

New York luxury retailer Barneys joined forces with a clutch of creatives – among which performance artist Nick Cave, contemporary artist Rob Pruitt, Dutch design duo Studio Job, mixed-media artist Ebony G. Patterson, and *South Park*'s Trey Parker and Matt Stone – to fill the windows of its Madison Avenue and Chelsea stores during the 2016 holiday season. Each window featured a hashtag that referred to the 'Love Peace Joy' project, a crowdsourced social initiative of the Barneys New York Foundation, prompting shoppers to support charitable causes. Christie, a global visual and audio technology company, contributed to the animated experience with 3D projection mapping.



Courtesy of SunGlass Hut

## #ShadesOfYou

Global eyewear retailer SunGlass Hut launched the #ShadesOfYou hashtag promotion on Instagram, Pinterest and Tumblr to increase its following. The company recently opened a new boutique in Melbourne, Australia. Designed by London design agency Campaign, the store features a wall embellished with more than 150 LED lights, which the brand describes as 'the ultimate selfie backdrop'.