

# Digital Trends for Fashion


@amalucky



Social Media for @TheNextWeb

LIFE

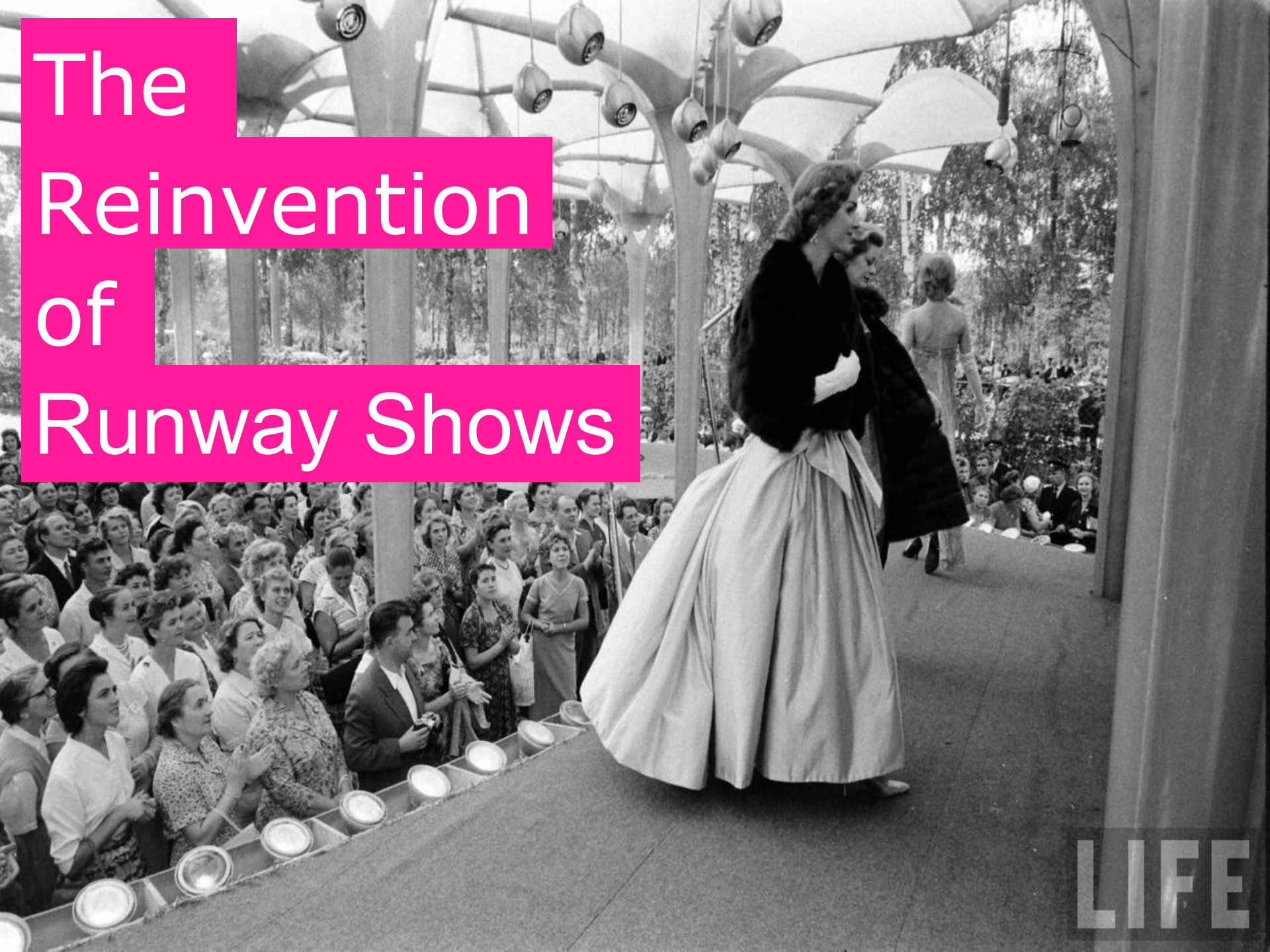




In Fashion one day you  
are in and the next  
you are out



# The Reinvention of Runway Shows



LIFE



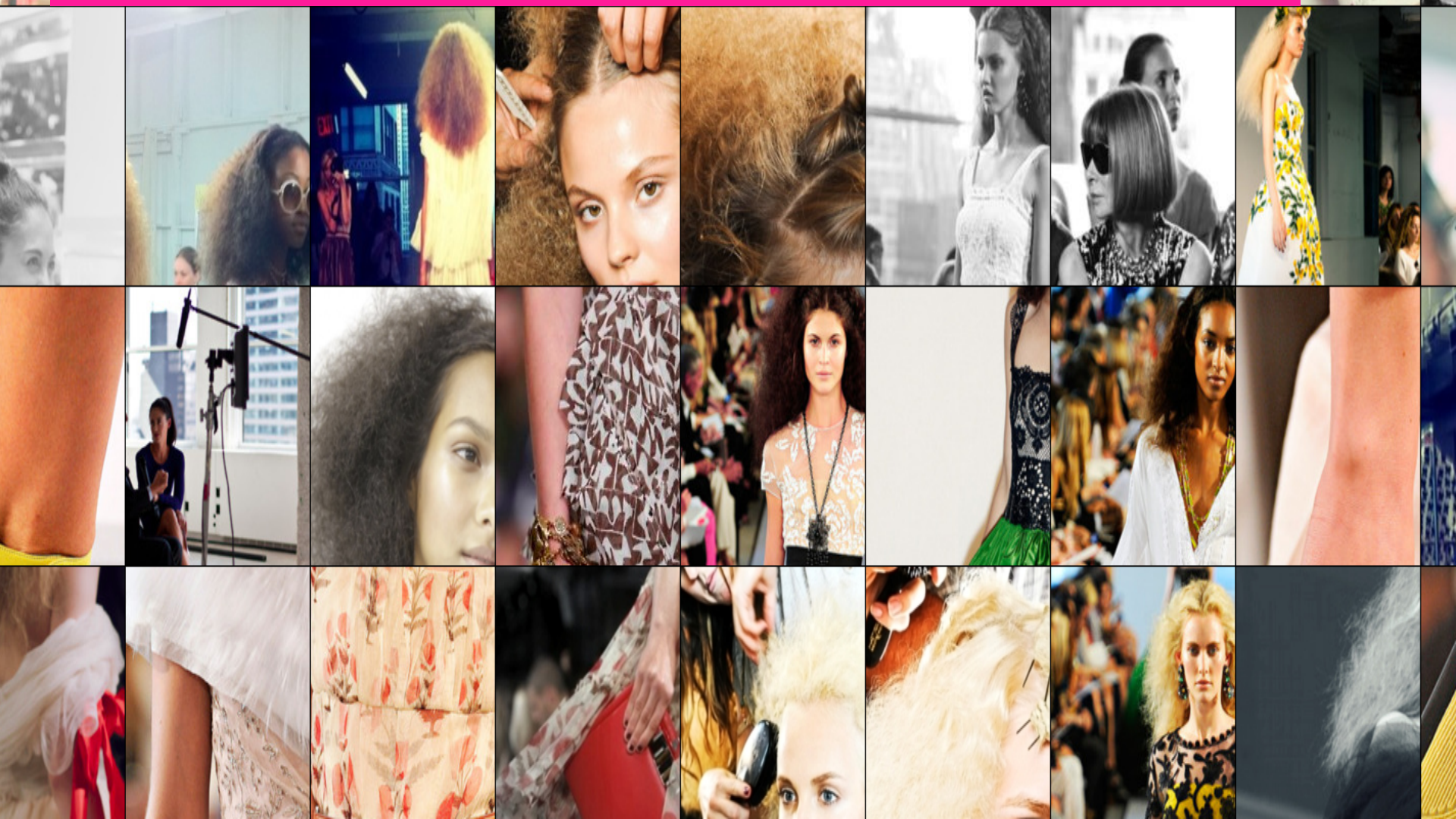
# Backstage



LIFE



# Oscar de la Renta: Live from the Runway on Tumblr





# Oscar de la Renta

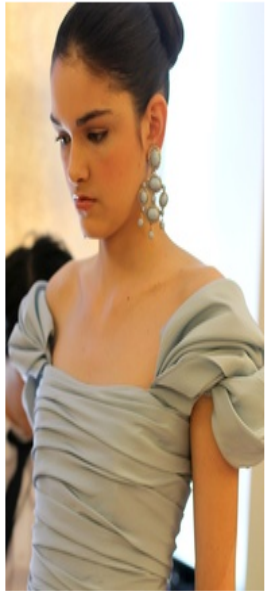
live pins before during & after our bridal collection show on monday april 16th @ 11am.



OscarPRGirl

Follow

19337 followers, 382 pins



OSCAR DE LA RENTA BRIDAL 2013 - PHOTO BY Rachel Scroggins

19 likes 2 comments 61 repins

Uploaded by user



OSCAR DE LA RENTA BRIDAL 2013 - PHOTO BY Rachel Scroggins

8 likes 25 repins

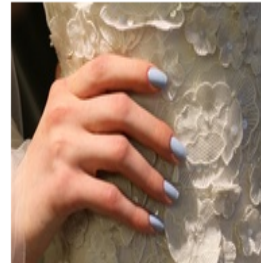
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OSCAR DE LA RENTA BRIDAL 2013 - PHOTO BY Rachel Scroggins

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17 likes 4 comments 55 repins

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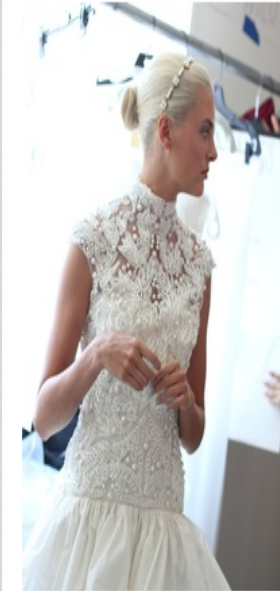
Krissy What color is this, need to have it!!



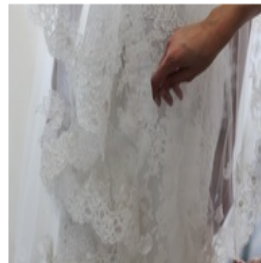
ke\_l\_dittel



OSCAR DE LA RENTA BRIDAL 2013



OSCAR DE LA RENTA BRIDAL 2013



OSCAR DE LA RENTA BRIDAL 2013 - PHOTO BY Rachel Scroggins

2 likes 7 repins



The Greyest Ghost It's the new Oscar de la Renta nail color!



Strictly Weddings Love Oscar !!!



Lauren Sercander would have this on any dress- not just bridal!



# Pin the bride!





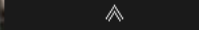
- STORE
- BESPOKE
- EXPERIENCES
- SHOWS
  - AW12 WOMENSWEAR
  - AW12 MENSWEAR
  - S/S12 WOMENSWEAR
  - S/S12 MENSWEAR
- ART OF THE TRENCH
- ACOUSTIC
- FOUNDATION
- HERITAGE

COTTON TWEED TRENCH COAT



ON DEMAND

SOCIAL STREAM



The guests are seated, the runway show is about to begin

20 Feb 16:09

Members of Korean girl band Girls Generation Tiffany, Yoona and Seohyun have arrived at the Burberry show

20 Feb 16:07



20 Feb 16:07

Burberry Body Rosie Huntington-Whiteley at the Burberry show

20 Feb 16:06

Anticipation is building in the

GIFs are bananas!

- Corporate
- Legal & Cookies
- Country: [ Edit ]  
United Kingdom
- Language:  
English





Deal with it

Front Row





# The Show

LIFE

Holograms are HOT!





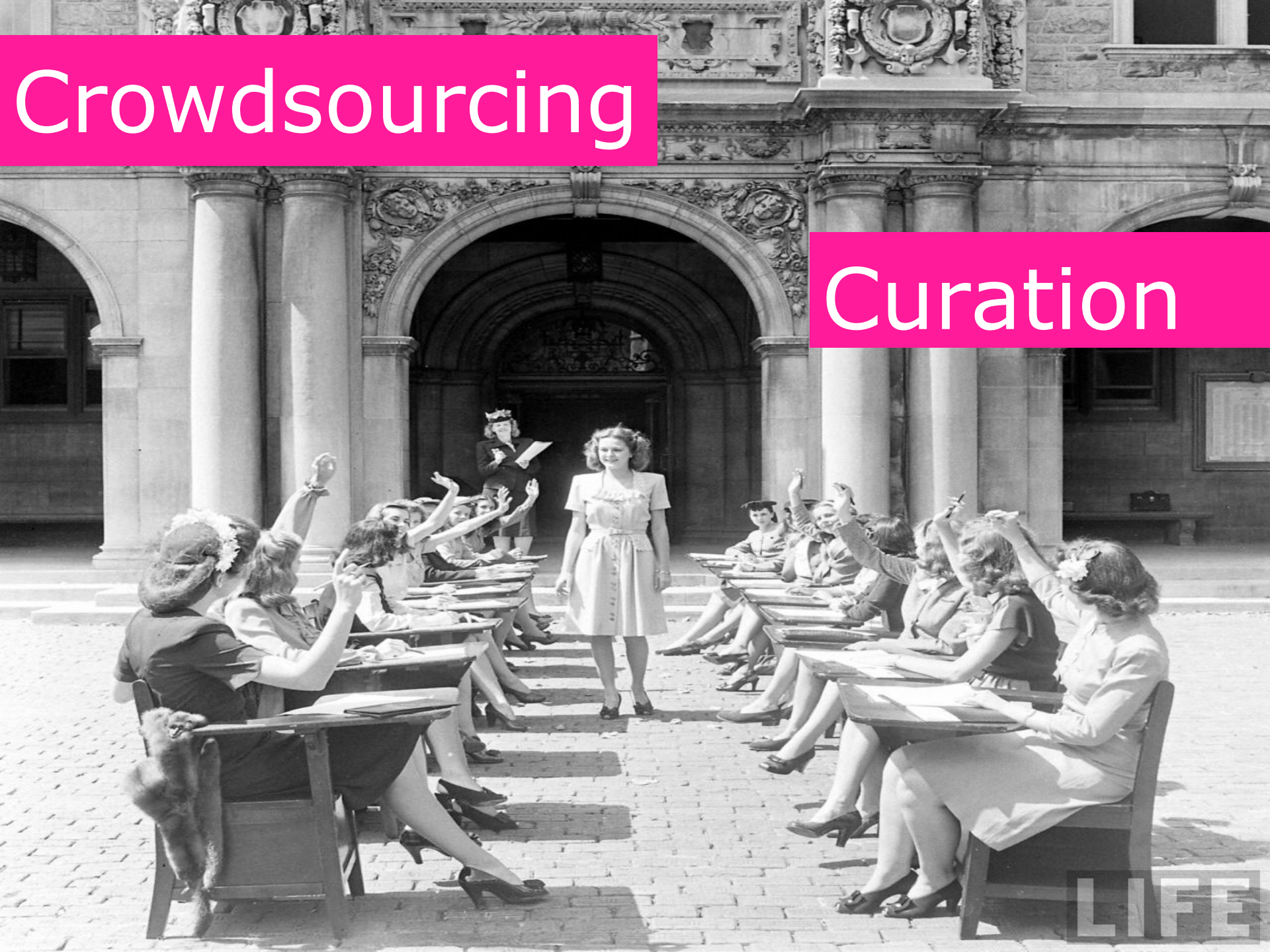
# Trunk Shows make a comeback



LIFE

# Crowdsourcing

# Curation



LIFE



WE SHIP INTERNATIONALLY! Our new, lower cost option gets out

# Connection

### MAKE THE CUT COLLECTION

#### FEATURES:

Shop Our Outfits

Shop Our Designers

Gifts

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#### POPULAR CATEGORIES:

New Arrivals

Back in Stock

Dresses

Shoes

Accessories

Apartment

Sale



ModCloth » Make the Cut Collection

## Make the Cut Collection

Sort By

Showing All 12 items



Sipping Champagne Dress

Winsome Style Dress \$99.99

In the Mood for Dots Dress

Belle in Bronze Dress \$159.99

# Insights

# Curated Commerce



LIFE





## Grace Woodward



She's styled for *Vogue* and *Grazia* and is the go-to stylist for a raft of A-listers

*How would you sum up your style?*

Somewhere between good and bad taste, maybe? I suppose 'eclectic' would be a good description.

*How did you get into styling?*

I was always fascinated with dressing up when I was growing up. It was a kind of trial and error process of getting to this point, which is great as I can bring so much more to it as a job.

*Whose accessory style do you rate the most?*

Strong, striking, unique women inspire me. Women like Elizabeth Taylor, Monica Bellucci, Daphne Guinness and the late, great Isabella Blow.

*What's your favourite shoe style, and why?*

That's a tough one, but I am a believer in the higher the heel, the closer to heaven.

*What's your trend prediction for this summer?*

There are so many looks on the catwalks, it enables people to chop and change and do whatever they want. If you love to keep tabs on the catwalk trends, pick a look you like and think about how to make it work for you.



**ALBERTA**  
SHOP NOW >



**OXANA**  
SHOP NOW >



**BERKELEY**  
SHOP NOW >



**MACKENZIE**  
SHOP NOW >



**SAFIYAH**  
SHOP NOW



**MIMI**  
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**TEGAN**  
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This month  
Grace loves ...





# ORLANDO BLOOM

## HIS CHOICE FOR HER

Αναζήτηση σε

– DESIGNER

βρες έναν Designer

Επέλεξε έναν ή περισσότερους Designer

- BALENCIAGA
- COSTUME NATIONAL
- GIAMBATTISTA VALLI
- LAGERFELD GALLERY
- LOVE MOSCHINO
- M MISSONI
- MARC JACOBS
- McQ
- PAUL & JOE
- REDValentino
- SEE BY CHLOE'
- T by ALEXANDER WANG

ΤΑΞΙΝΟΜΗΣΗ ΑΝΑ

ΠΡΟΒΟΛΗ: 40 200 SLIDESHOW

14 ΑΠΟΤΕΛΕΣΜΑΤΑ 1



VALENTINO  
Γυαλιά ηλίου  
EUR 110,00 EUR 89,00



COSTUME NATIONAL  
Μακρυμάνικα πουκάμισα  
EUR 120,00 EUR 85,00



PAUL & JOE  
Σορτς  
EUR 160,00 EUR 115,00



MARC JACOBS  
Μεσαίες δερμάτινες τσάντες  
EUR 639,00

– ΚΑΤΗΓΟΡΙΕΣ

Επέλεξε μια ή περισσότερες κατηγορίες

- DENIM
- DENIM ΠΑΝΤΕΛΟΝΙΑ ΚΑΠΡΙ
- ΓΥΑΛΙΑ
- ΓΥΑΛΙΑ ΗΛΙΟΥ
- ΠΑΛΤΟ & ΤΖΑΚΕΤ
- ΜΑΚΡΙΑ ΤΖΑΚΕΤ
- ΜΠΛΕΙΖΕΡ
- ΠΑΛΤΟ
- ΠΑΝΤΕΛΟΝΙΑ
- ΣΟΡΤΣ
- ΠΑΠΟΥΤΣΙΑ
- ΓΟΒΕΣ OPEN TOE



– ΜΕΓΕΘΗ

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COMMUNITY  
**LIVE FEED**

\*\*\* 5:50PM \*\*\*

**TRENDS & FEATURES** CATWALK, STREET & COMMUNITY[FASHION TRENDS >](#)[COMPETITIONS >](#)**TRENDING...**

Crochet

**STREET STYLE TREND**

Denim Shorts

**MENS STREET STYLE TREND**

Sportswear

**noonka**  
Réunion[New vote](#)

48 mins ago

**tanyalia**  
United Kingdom[Updated wall](#)

51 mins ago

**dotty-28**  
United Kingdom[New vote](#)

49 mins ago

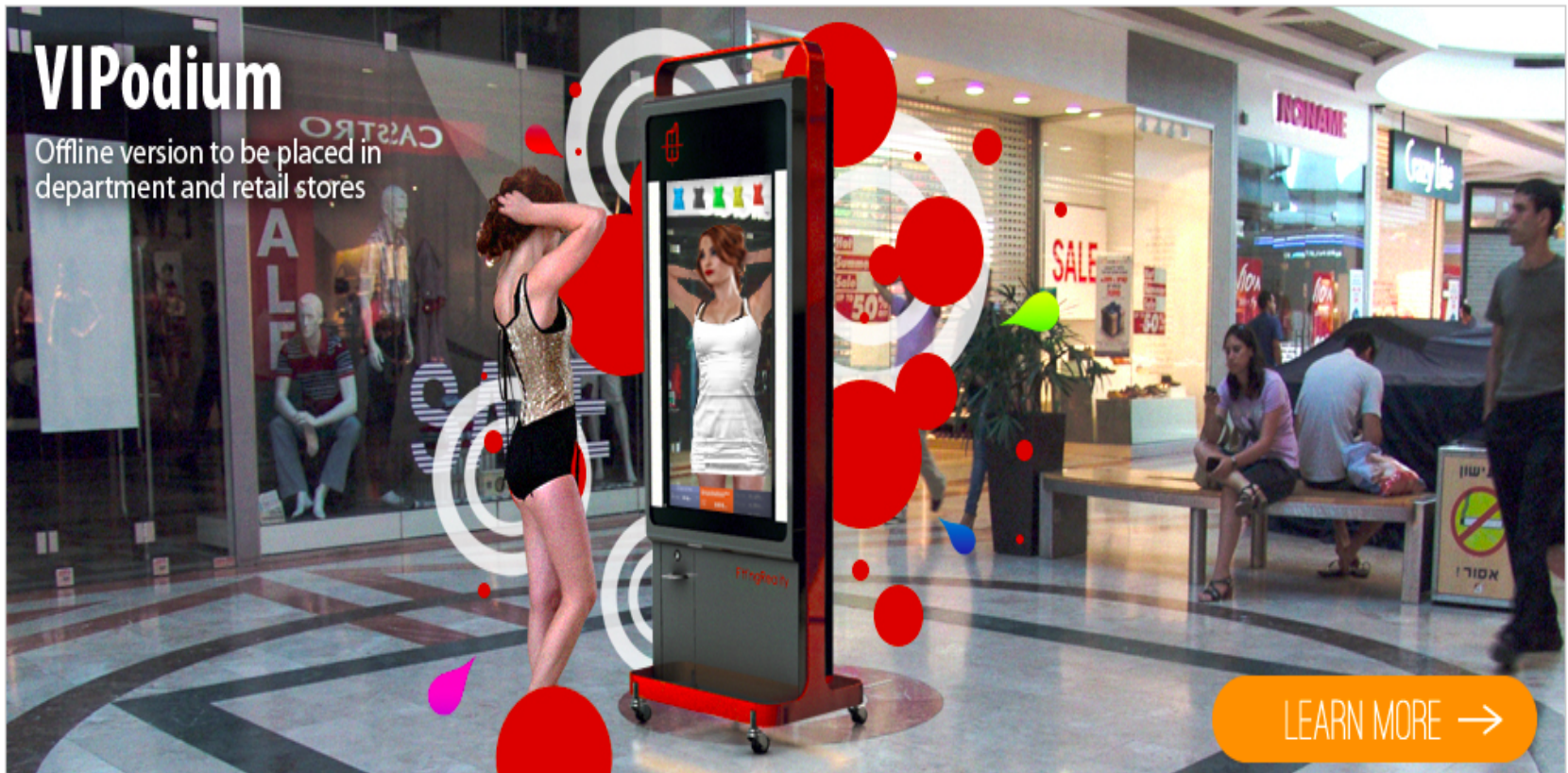




Mixing

Online  
& Off line

# Interactive dressing rooms & mirrors



**VIRTUAL INTERACTIVE PODIUM, VIRTUAL FITTING**

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# VON BISMARCK

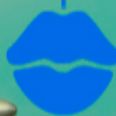
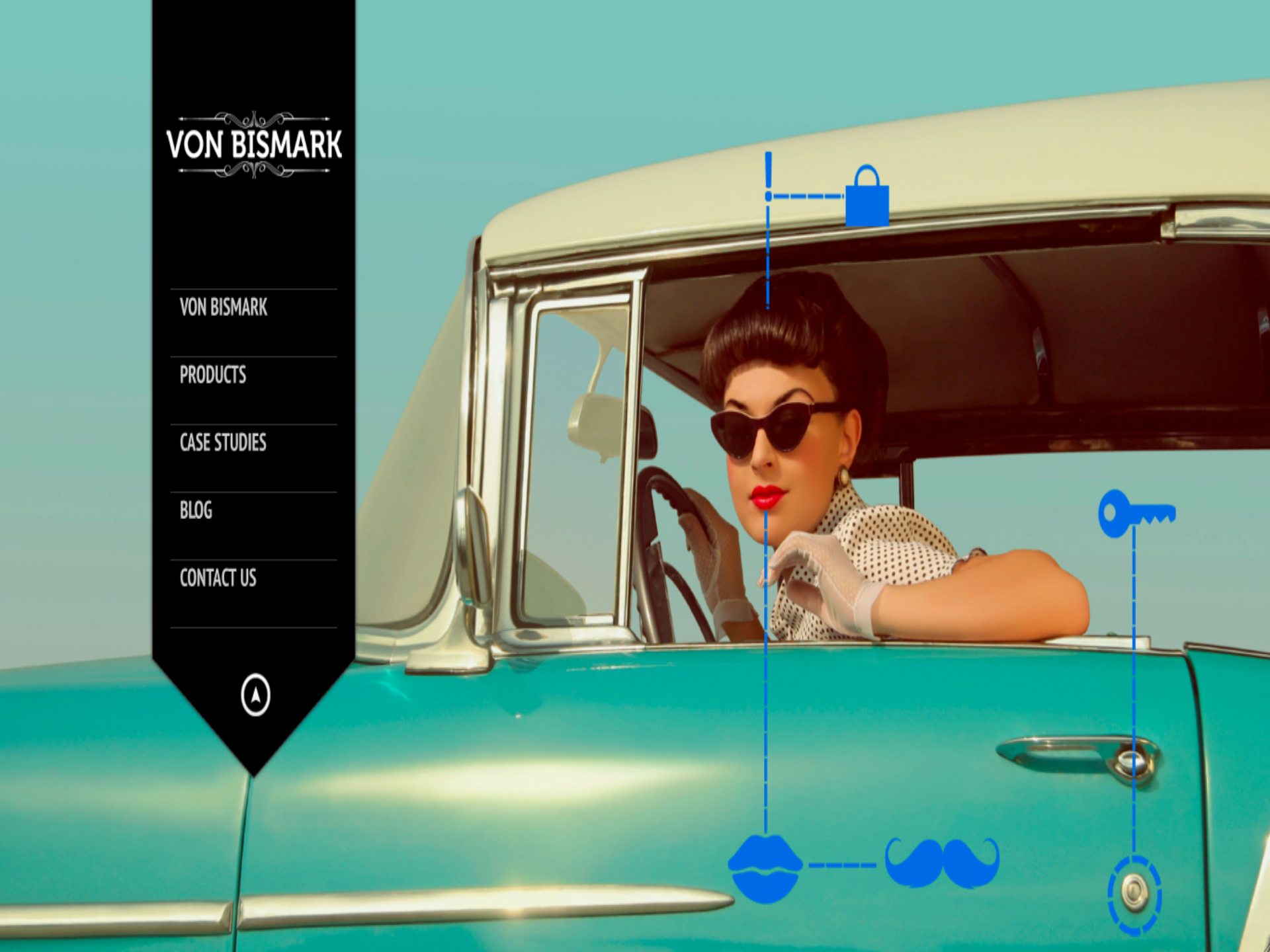
VON BISMARCK

PRODUCTS

CASE STUDIES

BLOG

CONTACT US



# In-store use of iPad & Mobile



LIFE



Interactive



store windows

LIFE

happy







Interacting with  
products

LIFE







Shop  
from anywhere

LIFE



Click  
& shop

▲  
'LONDON FOG'



- Polyvore
- Fancy
- Pinterest
- Pinshoppr
- Lyst
- Svvply

# Tablets & Mobile



So bored! Wish I had an iPad  
so I could shop!

LIFE



# Smartphones are used for activities on-the-go:

- “Locating a store” (73% vs. 42% for tablets )
- “using a shopping list while shopping” (42% vs. 16% for tablets)
- “redeeming a mobile coupon” (36% vs. 11% for tablet owners)

## Top Ten

1. Sephora
2. Nordstrom
3. Macy's
4. NET-A-PORTER
5. Bloomingdale's
6. L'Occitane en Provence (tie)
7. Tiffany & Co. (tie)
8. Neiman Marcus
9. InterContinental Hotels & Resorts
10. Estée Lauder







Video... made the fashion star?

LIFE

- Social Video Networks
- Shoppable Videos
- Interactive TV



# FASHION STAR

Returning Soon!

Elle  
Macpherson

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Jessica  
Simpson

John  
Varvatos

Nicole  
Richie

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## Next On



**Congratulations to Kara Laricks,  
America's first Fashion Star!**  
Catch up with the full season online now!  
[Watch >](#)



# BUY THE CLOTHES

### Buy the Clothes

Check out the winning looks and  
find out how to buy them right here!  
[More >](#)

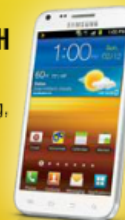
Sprint

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The only national carrier with no throttling,  
no metering, no overages.

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Restrictions apply.



**NEW SEASON  
2012/13**

Love the clothes?  
Check out Fashion Star on Pinterest!



**Pinterest**



Watch Full  
Episodes  
Online



And the  
Winner is...



Buy the  
Clothes



Audition for  
Season 2

# Summary

THE REINVENTION OF RUNWAY SHOWS

Backstage\* Front Row \* The Show \* Shop

straight from the runway

CROWDSOURCING & CURATION

Crowdsourcing \* Curated commerce

MIXING ONLINE & OFF LINE

Interactive dressing rooms & mirrors \* In-store

use of iPads & mobile \* Interactive store

windows \* Interacting with products

SHOP FROM ANYWHERE

TABLETS & MOBILE

VIDEO



# Questions



Google™







Thank you!



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