

Shopping online is growing by leaps and bounds. But increasingly, consumers are looking for more social connection from their online shopping. At Springwise, we have seen this in a number of recent innovations. These include a storefront platform that creates a [virtual high street](#) and a [social commerce](#) platform that turns shopping from home into a group activity.

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Takeaway:

By allowing ordinary consumers to create their own virtual stores, Teleport aims to democratise the influencer economy. There is some evidence that people want both more curated merchandise and more authentic recommendations. Particularly in the era of COVID-19, shoppers are feeling more disconnected than ever, and are looking for ways to replicate the social aspect of shopping. If Teleport succeeds in creating a community-based shopping experience, it could point the way to a more social way to shop online.