



Innovation > Retail > Platform turns Instagram snaps into shops

PLATFORM TURNS INSTAGRAM SNAPS INTO SHOPS



Keep has launched a new series called As Seen On Instagram, which makes photos shared on the social platform shoppable.

Fashion businesses know that it's consumers that set the trends, not designers, and we've previously seen a number of initiatives such as [Vanci Star's](#) crowdsourced modelling app that let shoppers take the limelight. Now [Keep](#) has launched a new feature called As Seen On Instagram, which makes photos shared on the social platform shoppable.

While Instagram may be a hotbed for sharing images of users' latest outfits — whether it's shopper selfies or fashion bloggers' photoshoots — there is no easy way to find out where to buy the items on show. Keep scours the social network to find trending images, groups them into themed collections, and also sources sellers. Although distinct from Instagram itself, Keep also enables its users to like and comment on the photos, as well as offering a price. Much like its other products, the site also notifies those who bookmark each product on their account of any price drops.

As well as the website, Keep is also available as an [iOS app](#). Are there other ways for businesses to harness the social web by facilitating the purchase of products consumers are already sharing?

12th December 2013

Email: hello@keep.com

Website: www.keep.com