

Brazilian fashion retailer displays Facebook 'likes' for items in its real-world stores



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Bridging the gap between the online and offline worlds is a challenge for any brand, but Brazilian fashion retailer C&A has come up with an innovative solution. Much the way both [Renault](#) and [Bacardi](#) have found ways to translate between real-world approval and Facebook "likes", so C&A has found a way to bring customers' Facebook approval into full view in its real-world stores.

Through its new "[Fashion Like](#)" initiative, C&A has posted photos of a number of the clothing items it sells on a dedicated Facebook page, where it invites customers to "like" the ones that appeal to them. Special hooks on the racks in its bricks-and-mortar store, meanwhile, can then display those votes in real time, giving in-store shoppers a clear indication of each item's online popularity. The video below (in Portuguese) outlines the premise in more detail:

Does your brand still maintain separate online and offline lives? Time to bring them together through an [ON=OFF](#) initiative of your own?

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