

Fashioning marketing the Polyvore way

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Traditionally, people used the Internet for simple interaction within the communication sphere. Polyvore is a social online community that has about 1.4 million users on their website. It is based on the concept on using visual elements and helping users to create collages by putting together different items called Polyvore “sets.” The visual platform also gives its users an opportunity to interact with each other via text-based communication. With the introduction of social media platforms the online world has become more interesting as consumers are using them to create, share, and discuss over the Internet and perform different social media functions. Many studies have been conducted on Pinterest, which is based on the similar concept of visual communication.

This paper aims to answer what strategies of interaction between fashion brands and consumer on Polyvore are the most useful and how brands should be engaging in the communication to have consumers interaction converted into sales. The methodology implies in-depth content analysis of Net-A-Porter, Yoox and MyWardrobe retailers activity that has been monitored over 6 months in the period starting in September 2014.

The growing popularity of the social online communities is bridging the gap between consumers and brands by providing them with a platform to communicate with each other. This study visually analyzes Polyvore, a social shopping online community. It sheds light upon how members use Polyvore in different ways, the hedonic motivations associated with shopping online, and the way in which an online community with a growing aspect of offline meetups is used by its members to make social connections. The new era of shopping online is based on the engagement model. Its sole purpose is to interact with the consumer directly and get them involved. Various brands such as Coach and Burberry use Polyvore to advertise their products. They engage consumers to create sets using their products in contests to add the fun and social element and enhance the experience of online shopping (Miller, 2010). By studying Polyvore as the business model of social shopping communities, this research paper helps to outline the key business techniques . Social shopping communities are a mix of both worlds: online shopping and social networking. Users of Polyvore can share, comment, tag, and purchase products online with links that are used on the collage sets. Social shopping is a development of an online community that plays the role of both connecting consumers by communication and shopping. The users of Polyvore can benefit from various features such as recommendation lists, ratings, tags, and interaction with other users within the community (Olbrich and Holsing, 2011).

Kietzmann, Hermkens, McCarthy, and Silvestre (2011) have defined social media as “employing mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content” (p. 241). People in the online world use a mix of technology and software to connect with others around the world. Social networking in the Web 2.0 is not limited by space or time and allows its users to customize profiles to communicate with individuals on a large scale. The Web 2.0 platform is based on the experience of interaction and sharing of knowledge with others (Gunawardena et al., 2009).

Keywords: Internet, Polyvore, social online community, communication