Instagram Is Reportedly Developing a New App Dedicated to Shopping

The social shopping wars are just beginning, and Instagram might be about to take it up a notch. According to The Verge, Instagram is developing a new app that will let consumers shop for products from brands they already follow. They can also purchase the items in the app, potentially creating a relatively frictionless experience… https://www.adweek.com/digital/instagram-is-reportedly-developing-a-new-app-dedicated-to-shopping/