Pinterest Begins Rolling Out Shopping Spotlights

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Pinterest added to its shopping arsenal with Tuesday’s rollout of shopping spotlights, which give Pinners access to expert recommendations from fashion and home tastemakers and publishers.

Shopping spotlights follow a host of shopping features introduced by Pinterest in early April, including a new shop tab in its search experience, as well as on Pinners’ own home décor or fashion boards.

Other features that emerged last month include more products being eligible for shoppable product Pins thanks to updates to the platform’s visual search experience, and curated style guides.

Guest editors for the debut of shopping spotlights include: fashion blogger Blair Eadie; interior designer Sarah Sherman Samuel; and Elaine Welteroth, journalist, author and former editor in chief of Teen Vogue.

They will be joined by publishing partners Domino, Harper’s Bazaar, InStyle, Nylon, Refinery29 and Who What Wear.

Shopping spotlights enable Pinners to shop for cent trends such as intergalactic makeup, terracotta home accents and tie dye.

They will appear on the search tab with articles featuring product Pins linking directly to in-stock retailer product pages where Pinners can make purchases.

The feature began rolling out Tuesday, with all Android, iOS and web users to be onboarded in the coming days.

Pinterest wrote in a blog post, “With the feel of a personal stylist and the look of an editorial magazine, shopping the latest trends, as well as product picks of your favorite influencers and magazines, has never been easier.”

https://www.adweek.com/digital/pinterest-begins-rolling-out-shopping-spotlights/