

THOUGHT-STARTER: ARE RETAIL STAFF THE NEW INFLUENCERS?

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To help build consumer trust and product authenticity, brands are starting to focus more on insider advocates than external influencers, says deputy foresight editor Kathryn Bishop.

Among fashion retailers, store staff have long been on hand to deliver styling advice to shoppers, yet head office staff, with their eye on social conversations and future product drops, are stepping into the limelight as a new generation of brand influencers.

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Introduced in 2018, US department store **Macy's Style Crew** is a group of its corporate employees that host styling videos on the Macy's site or otherwise through their own social feeds – a marked departure from the hiring of influencers to tout goods in paid posts.

In a similar vein to Macy's, multi-brand e-commerce platform ASOS has curated a global team of **ASOS Insiders**: members of staff selected to promote new product drops and styling tips, and who share product numbers and links using the hashtag #ASOSInsiders.

Read the full listicle [here](#).