

Vine for Fashion

Vine overview

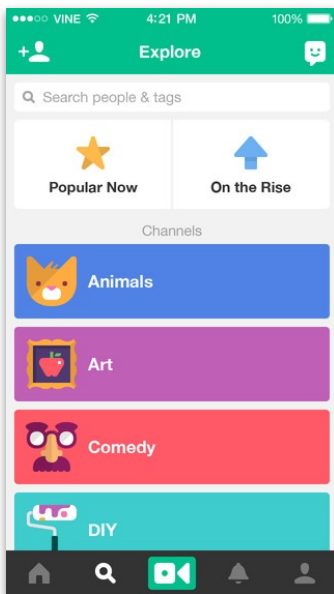
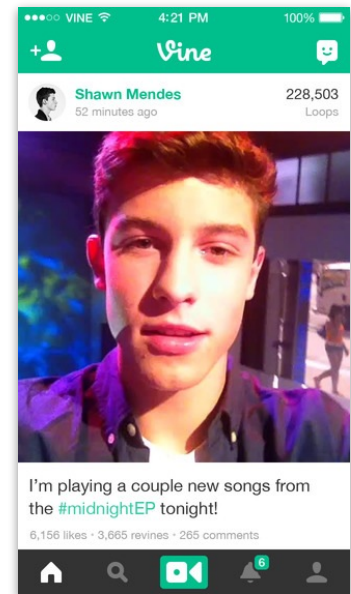
Vine is a mobile app that lets you capture, edit, and share short 6-second looping videos. Like Tweets, the brevity of videos on Vine inspires creativity.

Viewers can like, comment on, or Revine videos.

Our loop metric tracks the number of times your video has been viewed.

We believe in connecting the world through video with an emphasis on self expression, human connection, and content discovery.

40 million+ Vine users.



Discovery on Vine

Vine users follow accounts to watch videos from friends and other creators in their home timeline.

Users can also discover new videos and accounts in the Explore tab in the Vine app which features Popular Now videos, Channels (Comedy, Animals, Art, Sports, etc) and trending tags.

In addition to watching videos in the app, users can watch and discover them on the web at vine.co.

What makes Vine unique

The length constraint, video looping, and the quick tap-to-record style of Vine have created a unique community with a culture and language all its own.

Vine's Explore tab and the Revine feature give users an opportunity to get their videos seen by millions, so there's hope of getting discovered and famous on Vine.

Vine stars have emerged with millions of followers.



Vine for Fashion

Creating a Vine account

Vine is available on iOS, Android, and Windows Phone. Download the app from your app store.

After installing Vine on your device, you can sign up for an account using an email address or create an account using your Twitter account.

For more information about signing up and using your Vine account, go to vine.co/help.

Vine verification

If you have a verified Twitter account, be sure to create your Vine account using your Twitter account credentials.

That will automatically transfer a verification badge to your Vine profile.

Vine is currently not accepting verification requests.

Vine.co profile URL

To make it easy for others to find your profile and watch your videos on the web, create a profile URL. For example, vine.co/rus.

To register your profile URL, go to vine.co/settings and login with your Vine username and password or sign in with your Twitter account.

URLs can be from 3 - 32 characters.

Creating and sharing a Vine video

Vine makes it easy to shoot and edit videos within the app itself. For more information about editing, using drafts, and posting, go to vine.co/help

Share posts on Vine to Twitter or Facebook by visiting your profile settings and adding a Twitter or Facebook account under “Social Networks.”

To share your Vine videos on your website tap the icon with three dots below the post. Next, tap “Share this post” and then select “Embed.” This will generate the code to add the video to your website.



Vine for Fashion

Thought-starters for fashion accounts

It doesn't have to be complicated. You'll see talented Viners who take an artistic, funny, or intricate approach to creating Vines, but that's only part of what Vine is.

Vine also thrives on spontaneous moments from a unique point of view. The community loves getting special access to people and events. It doesn't have to be heavily produced; the beauty of Vine that it's simple to shoot, post, and share.

On Vine, the videos loop, so fans can watch them over and over.

Behind-the-scenes access

Give your fans access they won't get anywhere else by creating Vines of backstage at runway shows, showrooms, offices & parties.

Get personal

Show your personality with candid moments: music that inspires you, locations you travel, people you meet.

Tease a collection

A 6-second preview is the perfect way to create buzz around an upcoming collection or magazine issue.

Style & beauty tips

Show how a particular piece can be styled in 6 different ways or demonstrate how to get a particular make-up look or hair style.

Fashion accounts to follow



London Fashion Week
Followers: 18K



CHANEL
Followers: 83K



Urban Outfitters
Followers: 87K



Top Shop
Followers: 45K



ASOS
Followers: 25K



Marc Jacobs
Followers: 49K



Burberry
Followers: 76.3K



Free People
Followers: 14K



Maegan Cignoli
Followers: 484K



Saks Fifth Ave
Followers: 10K



Nordstrom
Followers: 28K



i-D magazine
Followers: 15K

