



HOW FORAY COLLECTIVE CREATED AN INFLUENCER-DRIVEN FASHION EMPORIUM

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At the start of her career Tiana Haraguchi spent her days working in corporate finance and investor relations, but always knew the startup world was where she belonged.

To quell that desire she created *Boutiquey*, a online marketplace for consumers to shop local fashion boutiques and emerging designers.

The company still operates today with the help of her sister, but Haraguchi wanted to do even more in the startup industry, so she set out to create another fashion venture.

One of the most interesting things Haraguchi says she realized when working in the corporate, fashion and finance worlds was that a lot of the brands she was working with were using influencer marketing as their whole digital strategies.

She probed into this fact further and reached out to her college friend Kaitlynn Carter, a fashion blogger and influencer at *The Western Wild*.

What they created was *Foray Collective*, a new e-commerce site driven by the power of fashion influencers. The site features up-and-coming brands from a growing network of over 50 designers and 40 fashion bloggers who have been deemed fashion influencers.

Carter says the whole mission at Foray is to aggregate the best style influencers in the industry onto the e-commerce platform to give women “a curated selection of uniquely styled looks they can easily shop.”

“The influencers on our collective align with our style — they are the cool girls, the trendsetters,” she says. “Their style is what helps shape and form the DNA of the company.”

Shoppers can browse the website and shop for specific clothing items and can even shop by influencer and designer collections. Each member of the collective has a dedicated page where they tell the story behind their style.

The website is brand new, so it is difficult to measure the impact on sales as a result of being featured and endorsed by the Collective. However, one can bet that they will increase since Foray is another online store where designers can showcase their collections. On top of that, over twenty thousand people visited the site during the initial launch week, Haraguchi says.

Jacqueline Brown, the creator of JNB, says since Foray is new, one way designers and influencers measure success is the ability to network, and as a result their collections could be showcased and worn by fashionistas with whom they have not collaborated.

“It’s so fresh — everyone is very intrigued and curious about what they see on Instagram,” Brown says. “I’m hoping that [it] opens up the door to other influencers who are not accessible to me.”

Curation is key in the digital revolution, and Carter and Haraguchi have created an interesting e-commerce model from which designers, influencers and consumers can discover and inspire their personal collections.

“Foray provides women who are passionate about fashion with a haven for discovery and inspiration,” Haraguchi says. “We have real relationships with our Collective influencers; they inspire us, and we know they will inspire women who come to our site as well.”

By *Natalie Simone*

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