

Comparative Analysis

TikTok

Benefits:

1. Well integrated shop page with in-app checkout and purchases, and seamless identification of items tagged in content to purchase them in the shop tab.
2. Known for authentic, “real” content from its users.
3. Items appearing in home shop pages are correlated with content the user interacts with in the app.

Drawbacks:

1. Garments/items sold on TikTok Shop are mostly fast fashion and low quality.
2. UI is chaotic and overwhelming to use.
3. Not entirely fashion-focused, lots of toys/knick-knacks which clutter the experience.

Pinterest

Benefits:

1. Strong presence of fashion content.
2. Well functioning search engine that lets users search for specific aesthetics with “social media slang” and very specific outfit combinations. For example, “Cottage-core outfit,” “black top with jeans outfit,” “tokyo drift aesthetic outfit”.
3. Easy to create boards with different vibes and save them, and can share/collaborate on boards with other users.

Drawbacks:

1. Limited social interaction between users, not a social media that connects others in the same way as Tiktok/Instagram.
2. Most users do not create/share content, but passively scroll through what is already there.
3. Many repeat images/videos pop up for different search queries.

Lyst:

Benefits:

1. Onboarding includes a section for selecting brands the user gravitates towards, personalizing the experience, though the UI isn't great.
2. High end brands including luxury, boutique, and big names all included.
3. Ability to search for items across all brands.

Drawbacks:

1. Shopping only, no social media aspect.
2. A bit difficult to discover new brands, seems like you have to explicitly follow brands you want to see more of in your feed.

3. Seems more focused on luxury/high end, alienating younger users who cannot splurge on these garments.

LTK:

Benefits:

1. Emphasis on recommendations from real creators/stylists.
2. Very easy to shop exact/similar products shown in a post in the app.
3. Very smooth and quick onboarding process, not much needed to get started.

Drawbacks:

1. Smaller selection of brands (especially compared to LYST), many names that are not as recognizable.
2. Seems like the focus on creators, which makes it feel less authentic/communal. User is automatically designated as a shopper when they download, not a creator. Less like a community of people all working towards being more fashionable/stylist/sharing their passions and more like two segmented groups of influencers and shoppers.
3. Not very diverse in terms of style/creators. Large majority of creators are white women sharing athleisure/"quiet luxury" styles of outfits. Very little menswear in general.