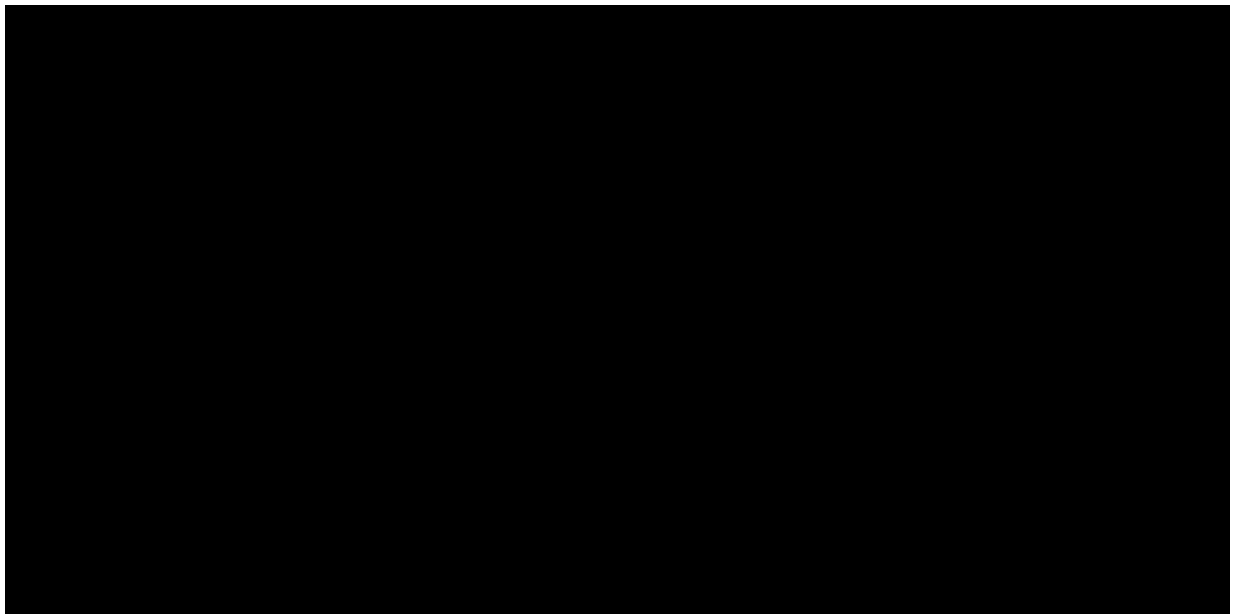




Introducing Checkout on Instagram

🕒 March 19, 2019

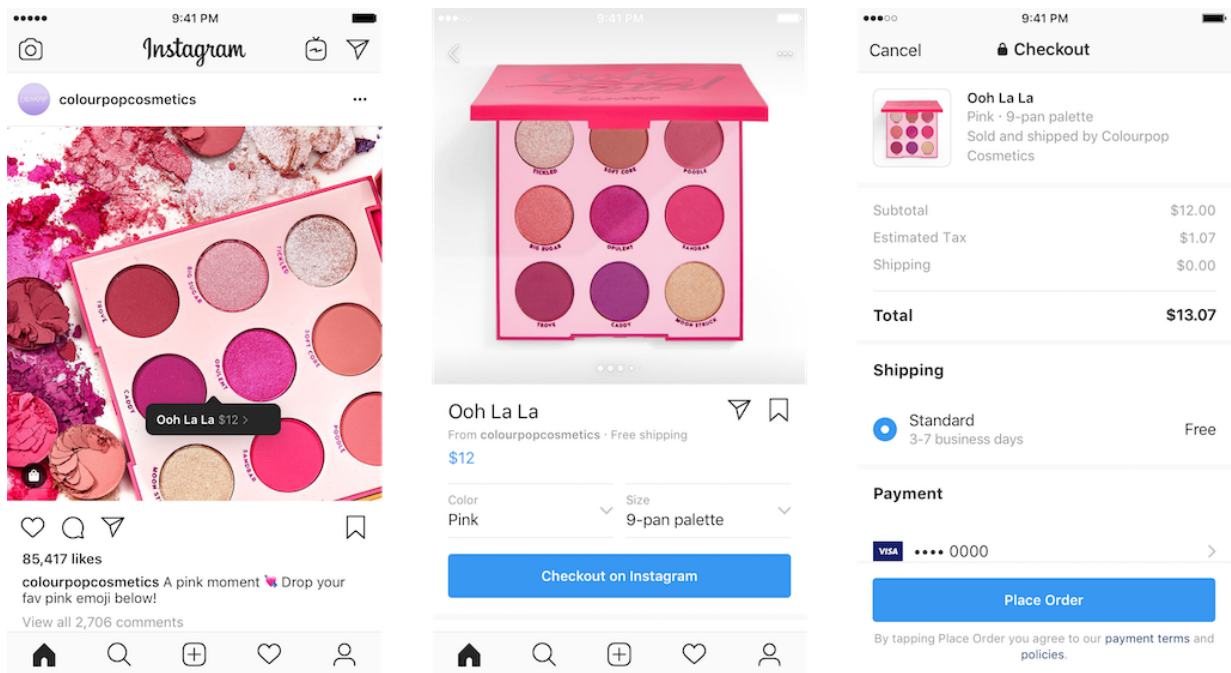
Today, we're introducing checkout on Instagram. When you find a product you love, you can now buy it without leaving the app.



When you tap to view a product from a brand's shopping post, you'll see a **“Checkout on Instagram”** button on the product page. Tap it to select from various options such as size or color, then you'll proceed to payment without leaving Instagram. You'll only need to enter your name, email, billing information and shipping address the first time you check out.



Once your first order is complete, your information will be securely saved for convenience the next time you shop. You'll also receive notifications about shipment and delivery right inside Instagram, so you can keep track of your purchase.



Checkout on Instagram is currently in closed beta for businesses and available to people in the US. The brands below will begin rolling out today and over the coming weeks – and more will be coming soon!

Adidas @adidaswomen & @adidasoriginals & @adidashoops

Anastasia Beverly Hills @anastasiabeverlyhills

Balmain @balmain

Burberry @burberry & @burberrybeauty

ColourPop @colourpopcosmetics

Dior @dior

H&M @hm

Huda Beauty @hudabeautyshop

Kith @kithfootwear & @kith

KKW @kkwbeauty

Kylie Cosmetics @kyliecosmetics

MAC Cosmetics @maccosmetics

~~Michael Kors @michaelkors~~

NARS @narsissist

Net-a-Porter @netaporter & Mr. Porter @mrporterlive

Nike @niketraining & @nikewomen & @nikegolf & @nikesb

NYX Cosmetics @nyxcosmetics

Oscar de la Renta @oscardelarenta

Ouai Hair @theouai

Outdoor Voices @outdoorvoices

Prada @prada

Revolve @revolve

Teespring @teespring

Uniqlo @uniqlousa

Warby Parker @warbyparker

Zara @zara



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