



🧠👁️📱 Break The Internet: Gucci Discord servers and the rise of conversational commerce.

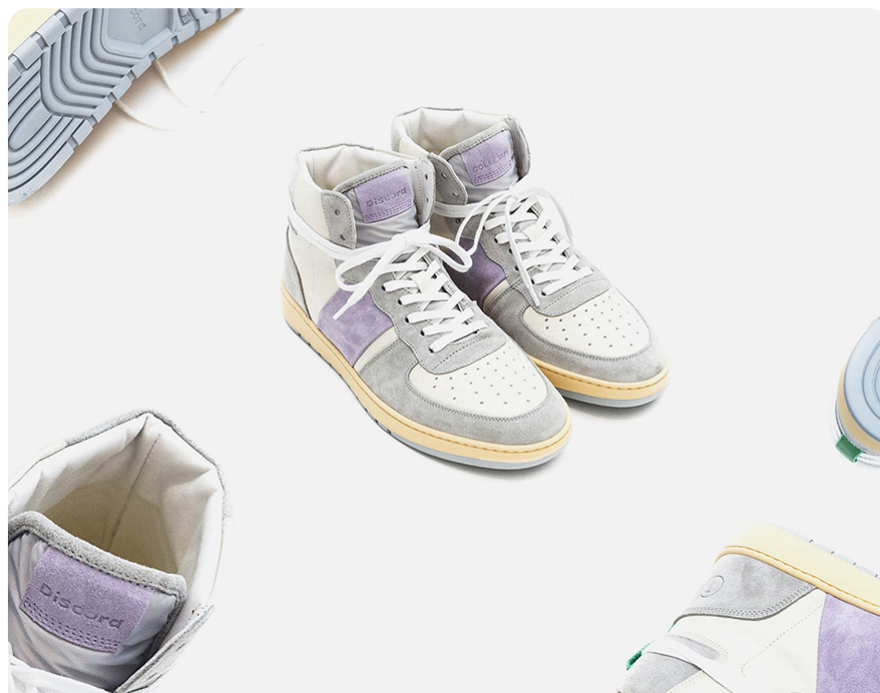
1 message

Apple Social Team <no-reply@wearekettle.com>
To: team@wearekettle.com

Wed, Feb 9, 2022 at 4:36 PM

Break The Internet

The stories from social you should know about.



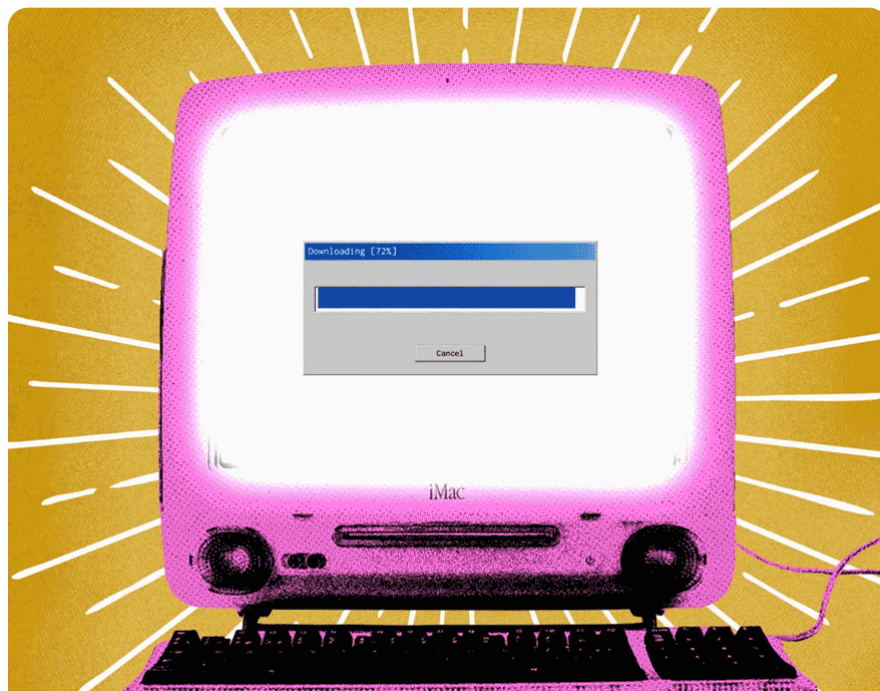
Want to get the drop on fashion NFTs? Get on Discord.

When it comes to successfully building hype for NFT drops and Metaverse plays, fashion brands like Gucci, Adidas, and NFT-first upstarts like Rtfkt are laying the groundwork on Discord. On their invite-only servers, thousands of each brand’s plugged-in fans can link up to chat, all hoping to get on the “white list” for exclusive deals and drops. There’s a learning curve to managing a Discord server, but the chance to hear from creators and collectors while building credibility at the dawn of the web3.0 era is worth the effort.



When a link is more than just a link.

Today, “link in bio” no longer refers to just a link on your profile — it’s a whole ecosystem that influencers, brands, and even common folk are using to show personality and monetize. Linktree’s the big name in the space, but competitors like [Koji](#) are filling these URLs with all sorts of useful widgets meant for sharing everything from NFTs to recipes. While there’s always the possibility of Instagram or TikTok absorbing this functionality, today’s ideal personal website may just live on a single URL.



The Perfectly Imperfect way to see what's cool.

In the era of algorithms and affiliate links, the internet is oversaturated with recommendations. The antidote might just be Perfectly Imperfect, a newsletter that gives a diverse cross section of New York's young-ish tastemakers the space to gush on whatever they think is cool. Sure, you might find some of what they're praising on Amazon or Yelp. But with recs ranging all the way from Siberian cats to God, it's refreshing to hear someone dish on what they're digging without the angling for a commission.



Coachella is auctioning off NFTickets.

One of the year's biggest IRL gatherings for music fans now comes with a non-fungible component. Coachella is hopping on the NFT bandwagon with the Coachella Keys Collection, which will annually grant token holders a free pair of tickets to the Indio, CA music festival in addition to "access to Coachella-produced virtual experiences." That kind of offer might be music to the ears of even the most hardened NFT skeptic.



So Whatsapp with c-commerce?

Social commerce is taking off. Livestreamed shopping is here to stay. But does conversational commerce have the greatest potential of all? From Brazil to India, businesses are having sales-driving convos with customers via chat apps, with the inventory/ordering powers of the Whatsapp Business app helping upstart brands grow without a website or storefront. At a time when brick and mortar retail's taking a backseat, could c-commerce add a more human touch to remote shopping?

ACCOUNTS TO ADD

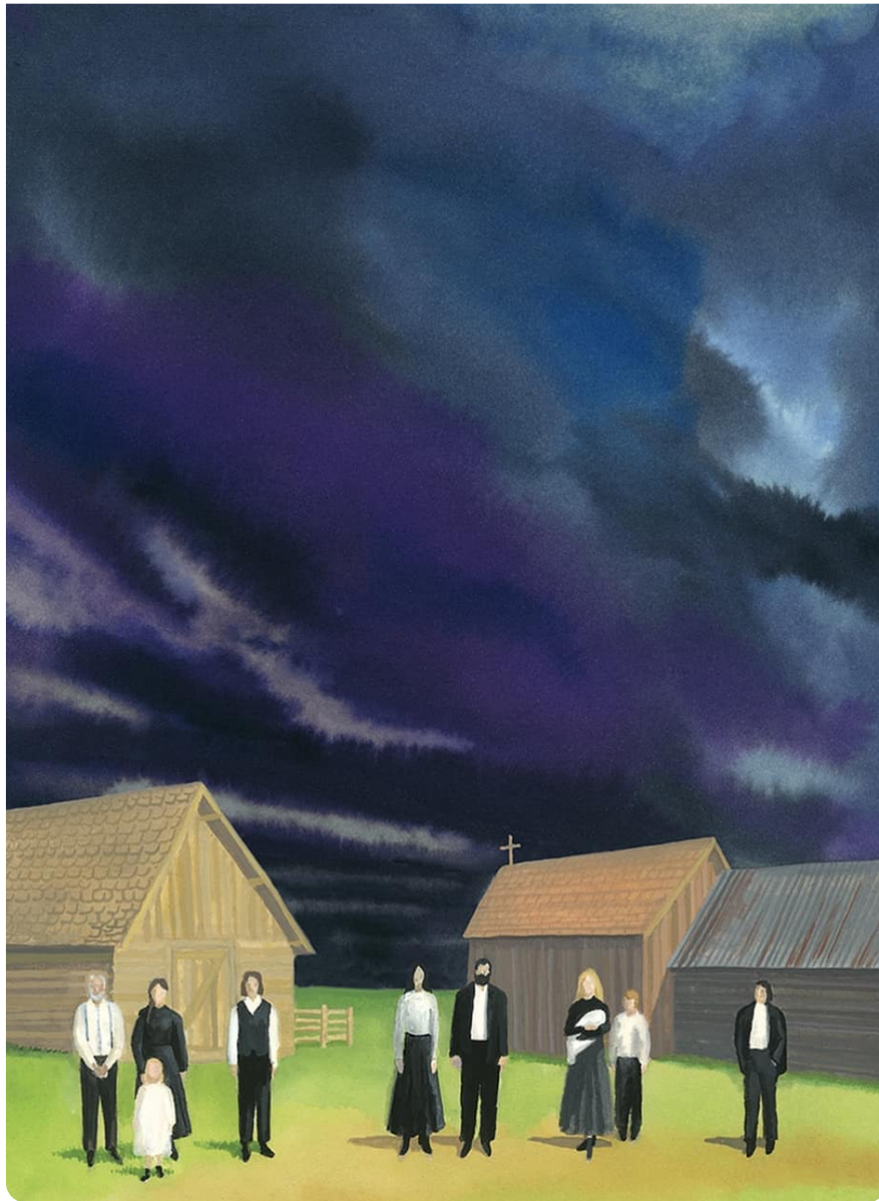
@hi__bred

The kooky, colorful comics and illustrations of Ian Mackay manage to make the serious seem lighthearted and whimsical.



@maitegrandjouan

Walking a tightrope between tranquility and anxiety, Maité Grandjouan's paintings can be just as relatable as they are surreal.



@eddehjr

Nigerian photographer Victor Eddeh's keen eye for color adds a feeling of vibrancy that amplifies the quiet confidence of his subjects.



PLATFORM UPDATES



Instagram DMs and Stories will feature 3D avatars.



YouTube CEO suggests the video platform may embrace web3 tech like NFTs.



Instagram Polls can now feature colorful questions and up to four responses.



Pinterest testing “Highlights” option for Idea Pins that will let you — wait for it — pin them to your profile.



TikTok parent company ByteDance is testing Party Island, its take on a metaverse app.



Instagram will now let you display info on upcoming livestreams from your profile.

Have a suggestion for the newsletter?

[Send feedback](#)