

YouTube Launches Fashion and Beauty Platform

On the eve of New York Fashion Week, YouTube announced the launch of a new [platform](#) that brings together fashion and beauty content on one single destination.

Dubbed as “Slash Fashion”, the new fashion platform ([YouTube.com/Fashion](https://www.youtube.com/Fashion)) will feature original content from the industry’s biggest names and popular content users expect from the video-sharing website.

“Each shelf is chock-full of compelling videos from fashion and beauty creators, industry professionals, publishers, and luxury fashion brands,” said Derek Blasberg, YouTube’s fashion and beauty director, about the initiative on his [blog post](#).

With no formal invitation needed to the exclusive events, avid fashion fans can soon watch live-streamed runway shows from renowned designers throughout the big “four” fashion weeks, which takes place annually in February and September in New York, Milan, London, and Paris.

In addition to style content from YouTube creators, the platform is set to provide an inside look into the world of fashion with "Stories of Style" from fashion favorites like Alexa Chung, Alexander Wang, Rosie Huntington-Whiteley and more.

Slash Fashion will also feature industry collaborations between YouTube creators and fashion brands and bring in “new voices” from across the industry. For instance, model Naomi Campbell’s new channel [‘Being Naomi’](#) is one of YouTube’s breakouts.

The Google-owned new vertical seems to have realized that some of its fashion and beauty creators were starting to attract large audiences.

“From 2014 to 2018, the number of Fashion & Beauty channels on YouTube has grown over 6x, generating billions of views in the last year alone,” he continued.

According to the company's data, it reaches [1.9 billion](#) people per month and [18-to-49-year-olds](#) watch content more on mobile devices than a traditional cable TV network.

With Slash Fashion, Blasberg's aim is to “create an ultimate destination for style content that bridges both our fabulous endemic creator community and the more traditional worlds of fashion and beauty”.

Though YouTube’s most popular videos arguably focus on music, gaming or day-in-the-life vlogs, the online video-sharing website is establishing itself as a dominant digital destination for users, especially for fashion and beauty creators and followers.

“Our goal is to make YouTube.com/Fashion a diverse and inclusive place, filled with the latest fashion and beauty trends, content and more,” Blasberg adds.

He concluded the company will be working over the next few months “to bring more international voices to the page and to localize for global markets”

<https://forbesmiddleeast.com/youtube-launches-fashion-and-beauty-platform>