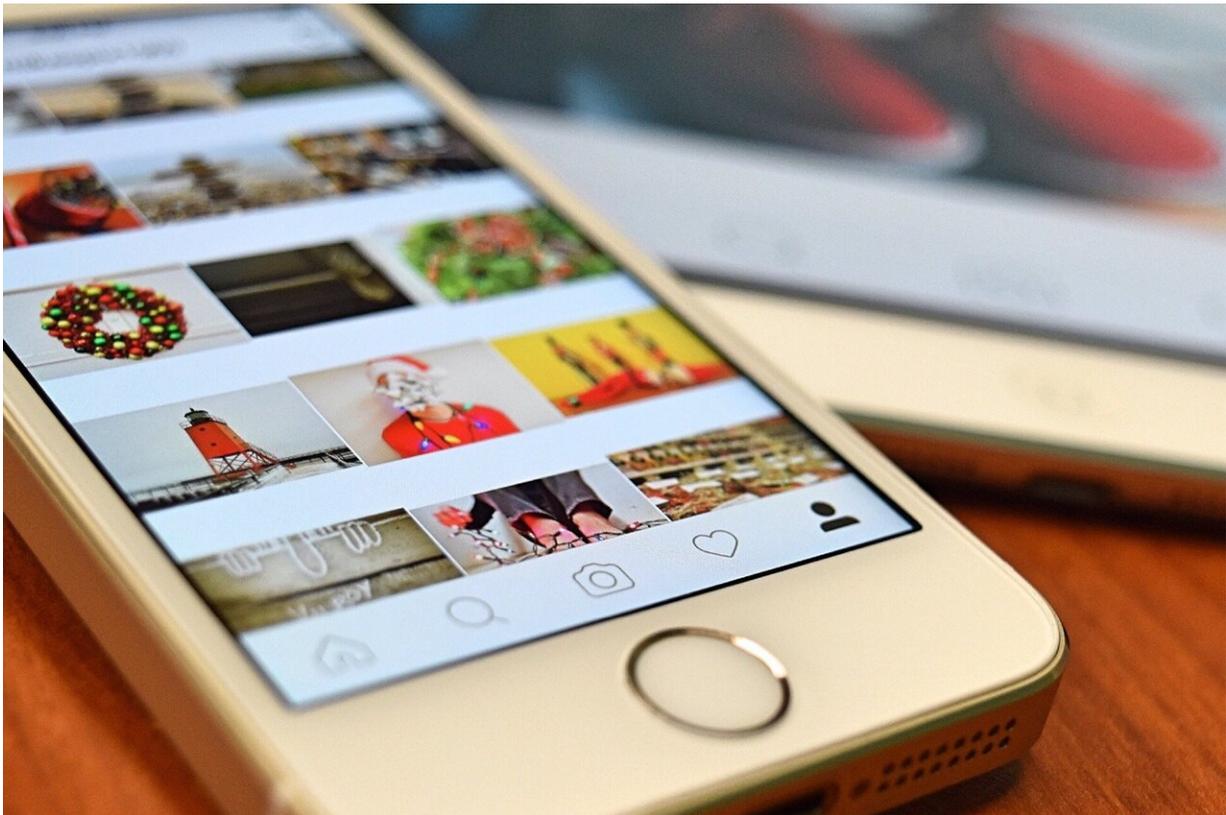


# Sephora enables Instagram checkout for easy shopping without leaving the app

June 25 2020, by Coral Murphy, Usa Today

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Sephora is the latest company to enable Instagram instant shopping feature, joining names such as Adidas, Zara, and Uniqlo in letting users buy products without leaving Instagram.

More than 80 brands will be available on Sephora's Instagram for easy checkout, including By Rosie Jane, Dae, Drunk Elephant, Milk Makeup, Olaplex and more.

With Instagram checkout, users shop directly from a store's social media feed and stories. Once a user taps to view a Sephora product, they will see a "Checkout on Instagram button" and proceed to payment.

Instagram shoppers can also get Sephora perks, which include earning points on Instagram checkout purchases, easy returns and client service.

This launch is part of the growing shift to facilitate [shopping](#) through social media. Platforms such as Facebook and Pinterest implemented tools earlier this year to help users buy featured items without being transferred to the product's website.

And more retailers have been pivoting toward [online shopping](#) as COVID-19 lockdowns across the globe kept shoppers from visiting brick and mortar stores.

And our phones continue to become more of a shopping tool and destination of choice. Over 72% of [consumers](#) used [mobile devices](#) to help them shop in stores, according to PYMNTS' 2020 Remote Payments Study. With Amazon ahead of the game, the report also found that over 30% of consumers made their latest clothing purchase through the retail giant.

And for now, some consumers appear hesitant to hit the malls as states continue to lift restrictions. A Morning Consult study found that 24% of consumers said they wouldn't feel comfortable shopping in a mall for more than six months.

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