

Choose your next fashion the Social Way: C&A dress hooks show
Facebook Likes!

How do you know the **real** approval of a single fashion item?

How do you understand users' acceptance of dresses and clothes **without even getting out of the store?**

How do you do it **real-time and in a social way?**

Brazilian fashion retailer **C&A** has come up with an innovative solution.

Much the way both Renault and Bacardi have found ways to translate between real-world approval and Facebook "likes", so C&A has found a way to bring customers' Facebook approval into full view in its real-world stores.

Through its new **Fashion Like** initiative, C&A has posted photos of a number of the clothing items it sells on a dedicated Facebook page, where it invites customers to "like" the ones that appeal to them.

Special hooks on the racks in its bricks-and-mortar store, meanwhile, can then display those votes in real time, giving in-store shoppers a clear indication of each item's online popularity.

[Via [C&A Facebook Page](#) and [C&A](#)]