# Eliza shutters website to embrace social media dominance in fashion content



In an era where digital media is rapidly evolving, the launch and subsequent strategic pivot of Eliza, a fashion and beauty brand by DMG Media, exemplifies the shifting landscape of content consumption. Initially launched in 2022, Eliza aimed to cater to millennial women through relatable and accessible fashion and beauty content. However, the brand's co-founders, Joanna Bridger and Hannah Blake, recently made headlines when they announced the closure of its website to focus exclusively on social media channels.

The decision to retire the website came as a response to the overwhelming influence of social media on audience engagement. Bridger highlighted the challenges of driving traffic to the website, stating that nearly all of Eliza's audience attention stemmed from platforms like Instagram and TikTok, where they boast significant followings of 255,000 and 371,700 respectively. The brand initially attempted to build a comprehensive online presence, but found that advertisers were far more interested in social media outputs than in website content. Blake reflected, “When we launched and were out talking to advertisers... All they wanted to know was how we could create really effective social video.”

Yet this move has drawn criticism from traditional media experts who argue that relying solely on social media for audience engagement leaves brands vulnerable to the changing algorithms of these platforms. However, Blake countered this perspective, asserting that many creators have successfully leveraged these platforms to cultivate thriving communities and develop innovative products, viewing social media as a significant opportunity rather than a limitation.

The brand's content strategy is inherently tied to social engagement. Eliza leverages its social media reach to drive subscriptions to its newsletters, which act as a critical “authority layer” and help nurture a more engaged audience. The newsletters also serve as a vital tool for conversion, linking casual social media followers to something more substantial and potentially lucrative.

In terms of content creation, Eliza has established a strong presence with viral series such as “Guess Which Outfit is Most Expensive,” where creators showcase high street versus designer fashion. This format has proven extremely successful, attracting more than 200 million views. The series not only entertains but cleverly intertwines commercial branding with organic content, a strategy detailed in a recent report by Enders Analysis which suggests traditional website formats are becoming increasingly obsolete. The report indicates a significant development in user behaviour, noting a 40% drop in clickthrough rates attributed to more complex digital interactions shaped by AI and algorithmic changes.

Eliza’s rapid growth is indicative of a broader trend in media consumption where traditional websites struggle to compete with the immediacy and accessibility of social platforms. Chief executive of Enders Analysis, Douglas McCabe, articulated this sentiment at the PPA Festival, emphasising that the changing dynamics within the digital landscape necessitate a reimagining of how publishers engage with audiences. He boldly stated, “the website format is gradually becoming redundant,” highlighting the need for brands to adapt or risk being left behind.

As Eliza prepares to navigate its second year, the brand stands at the forefront of a digital transformation that blurs the lines between content creation and commercial enterprise, continually adapting to the changing tides of consumer behaviour and technological advancements. The focus on social media as a primary audience touchpoint may be seen as a gamble by traditionalists, yet in a world where attention spans are fleeting and engagement is paramount, this strategy could herald a new wave of digital media that prioritises community and direct interaction over traditional web traffic.

As brands like Eliza continue to explore and exploit these innovative platforms, the question remains: Is the traditional website truly becoming an island in a rapidly drying ocean, or can it find a new purpose in an evolving media landscape?

**Reference Map**

1. Paragraphs 1, 2, 4, 5, 6
2. Paragraph 3
3. Paragraph 3
4. Paragraph 7
5. Paragraph 2
6. Paragraph 2
7. Paragraph 2

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://pressgazette.co.uk/publishers/digital-journalism/why-dmg-social-only-eliza-isnt-worried-about-owning-the-audience/> - Please view link - unable to able to access data
2. <https://www.mailmetromedia.co.uk/news/dmgt-targeting-millennial-women-with-new-fashion-and-beauty-brand-eliza/> - In June 2022, DMGT launched Eliza, a fashion and beauty brand targeting millennial women. The brand emphasizes inclusivity and focuses on affordable luxury products and sustainable shopping. Eliza's team comprises eight women, including editor Joanna Bridger, aiming to provide relatable and approachable content. The brand has gained significant traction on Instagram, amassing nearly 19,000 followers and over two million account impressions since its January launch. Eliza also joined TikTok in May 2022 to engage a younger audience, with staff becoming personalities to offer a unique experience.
3. <https://pressgazette.co.uk/news/dmgt-media-eliza-millennial-women/> - In January 2022, DMGT introduced Eliza, a fashion and beauty brand aimed at millennial women. The brand focuses on being fun, relatable, and approachable, with a unique selling point of emphasizing the 'real woman' and high street fashion. Eliza's team, predominantly female, includes editor Joanna Bridger, fashion editor Krissy Turner, and beauty editor Rebecca Fearn. The brand has achieved significant success on Instagram, with over two million account impressions and nearly 19,000 followers since its launch. Eliza also joined TikTok in May 2022 to connect with a younger audience.
4. <https://www.dmgmedia.co.uk/news/eliza-turns-two-in-style/> - In June 2024, Eliza, DMG Media's fashion and beauty social brand, celebrated its second anniversary. To mark the occasion, the team took to the streets of London with a Digivan playing their biggest viral hits. They invited the public to participate in their 'Guess which outfit is most expensive' challenge, where two Eliza creators wear near-identical outfits—one designer and one from the high street—and the public guesses which is which. Eliza now commands a following of 400,000 and achieves over 40 million video views a month.
5. <https://www.diarydirectory.com/newsarticle/dmg-media-digital-lifestyle-platform-eliza-launches/44674> - In June 2022, DMG Media launched Eliza, a digital lifestyle platform focusing on fashion, beauty, and lifestyle content. The team comprises editor Joanna Bridger, fashion editor Krissy Turner, beauty editor Rebecca Fearn, and social media lead Georgia Shepheard. Eliza's content series, including 'Dupe of the Week,' 'If you only have £30,' and 'Eliza Explains,' aim to demystify the often overwhelming world of fashion and beauty. The brand has heavily invested in video production for social channels and in beautifully designed, long-form content to enhance shopping experiences on the website.
6. <https://www.diarydirectory.com/newsarticle/dmg-media-to-launch-digital-lifestyle-platform-eliza-prmmdtlc/41580> - In January 2022, DMG Media announced the launch of Eliza, a digital lifestyle brand for millennial women, set to launch in Spring 2022. Eliza combines first-class beauty and fashion content with personalized shopping experiences to help women shop smarter. The team is led by editor Joanna Bridger, fashion editor Krissy Turner, beauty editor Rebecca Fearn, and social media lead Georgia Shepheard. Eliza aims to provide a fresh approach to fashion and beauty, focusing on inclusivity and affordability.
7. <https://us.fashionnetwork.com/news/Daily-mail-publisher-launches-fashion-and-beauty-content-to-commerce-brand%2C1414784.html> - In June 2022, Daily Mail and General Trust (DMGT) launched Eliza.co.uk, a new fashion, beauty, and lifestyle brand aimed at inspiring women to make smarter choices when shopping online. The platform comprises a team of expert journalists, editors, and content creators passionate about curating the best products and brands from across the globe. Eliza has established a presence on Instagram and TikTok, reaching over two million people a month with content that includes 'Dupe of the Week,' 'If you only have £30,' and 'Eliza Explains.'