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Instagram Struts Down the Runway (PHOTOS)

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[Paris Fashion Week](#) is in its final leg, with shows concluding tomorrow. From high-heeled boots to glittery eyes, from utility belts to studded leather cone-bra shirts, the world's best designs, from Rodarte and Chloe to Chanel and Valentino, have been strutting down the catwalks in the Tuileries Garden. The styles all vary but one star has been shining bright through it all, and that is [Instagram](#).

Instagram photos with hashtag #PFW have been monopolizing the stream, and not just from media, stylists, designers and retailers but from the show's models, makeup artists, celebrities and guests. Weeks before the big fashion magazines hit the stands, Instagram photos have already captured the trends.

Launched in October 2010 by Kevin Systrom and Mike Krieger, the online photo-sharing and social networking service announced last week that it had surpassed 100 million registered users. But something interesting is happening, beyond how quickly the service has grown: Instagram is changing behavior. As [The New York Times](#) reported from New York Fashion Week last fall: "All of the models walked onto the runway and stopped, each one taking a position under a spotlight and standing there for several seconds, offering an opportunity for editors to get a good shot ... Call it the Instagram moment."

Here are some Instagram moments from #PFW.



