

Hangouts
Events
Photos
Circles
Local

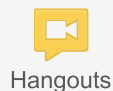
Inviting the World to Fashion Week with Events On Air

Lucky Magazine brings the catwalk to Google+.



The big idea

Lucky Magazine created a [Google+ Event On Air](#) to give fashionistas everywhere a live look at New York Fashion Week. Influential bloggers, designers, photographers and editors, uploaded over 240 photos from New York Fashion Week. Lucky was looking to help boost their presence on Google+ and ended up doubling their followers due to this Event.



Hangouts



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How they did it


- Lucky Magazine created a Google+ Event and invited 20 fashion influencers to post photos and comments live from each event in New York.
- They broadcast the event publicly by selecting the 'On Air' option in the Events drop-down menu. Google+ users could follow the live photo stream and +1 their favorite content in real-time.
- Each influencer shared the Event across their social media networks, which helped Lucky reach a wide audience.
- Lucky also promoted the event with [posts](#) on their Google+ page.



The impact

In one week, Lucky's fashion influencers uploaded more than 240 photos from all over New York Fashion Week, giving their followers a look at new trends from 20 unique perspectives. The Event On Air helped Lucky double its following on Google+. Lucky also received positive press in Mashable as an innovator in online Fashion Week coverage.

Use Google+ Events to schedule your next Hangout On Air:

1. Click the  icon in the share box on your Home page.
2. Pick an event name, and give it a start time, end time, and location.
3. You can broadcast directly to the event page and collect photos, videos, and comments from users before, during, and after the Hangout.

📺 [Learn how to create a Google+ Event On Air](#)

