

100%

9:41

Tuesday, September 12





2,571
posts

2.6M
followers

89
following

Message



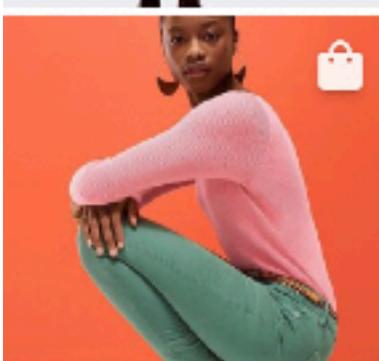
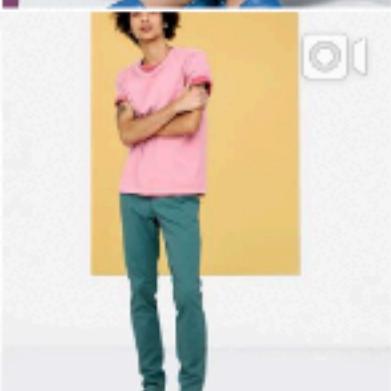
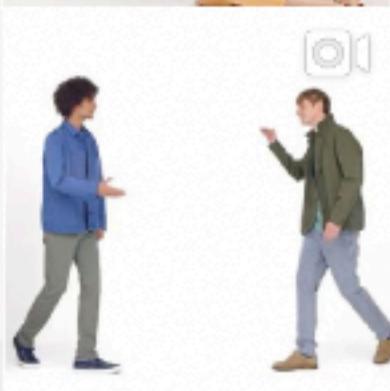
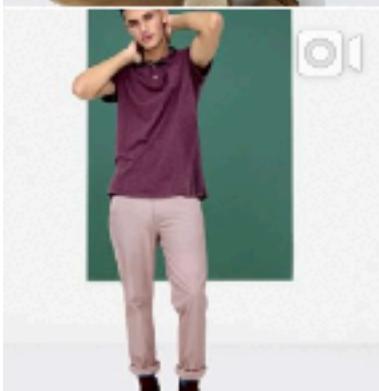
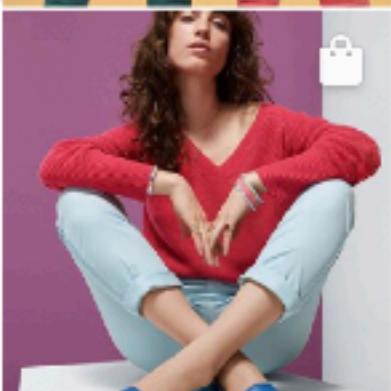
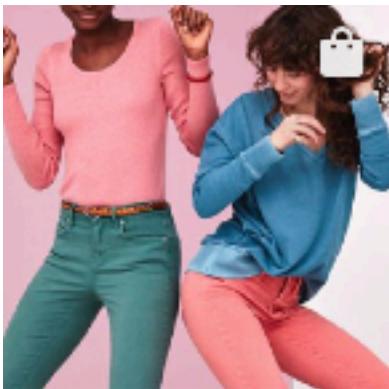
Gap 

Retail Company

Optimistic American style. #MeetMeInTheGap

gap.us/ShopInsta

San Francisco, California





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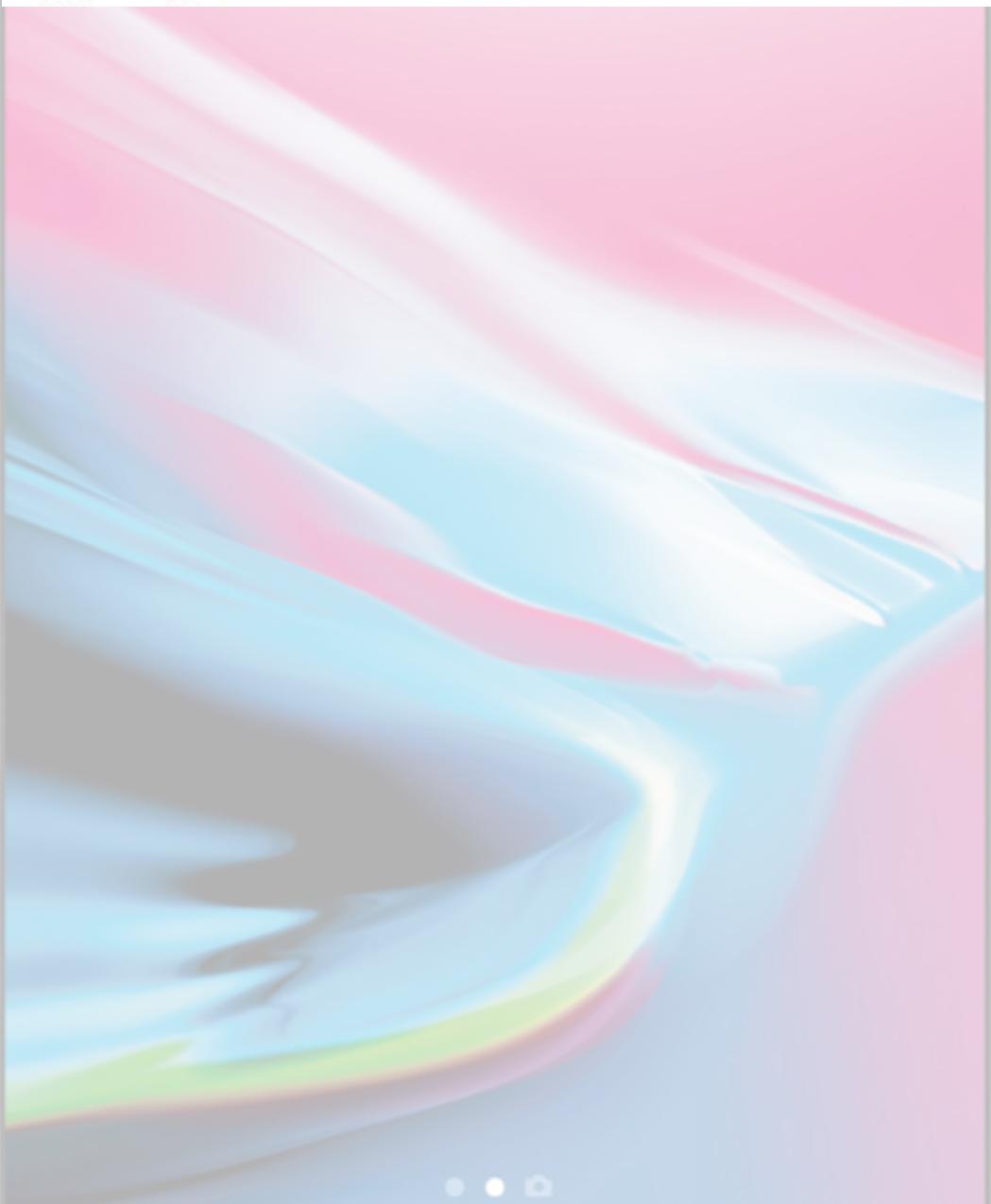
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gap.us/ShopInsta

San Francisco, California



AT&T 19:09 39%



gap

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gap

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100% A full battery icon consisting of a black rectangle with a white bar at the top, indicating 100% charge.

9:41

Tuesday, September 12

4:10



gap 2h



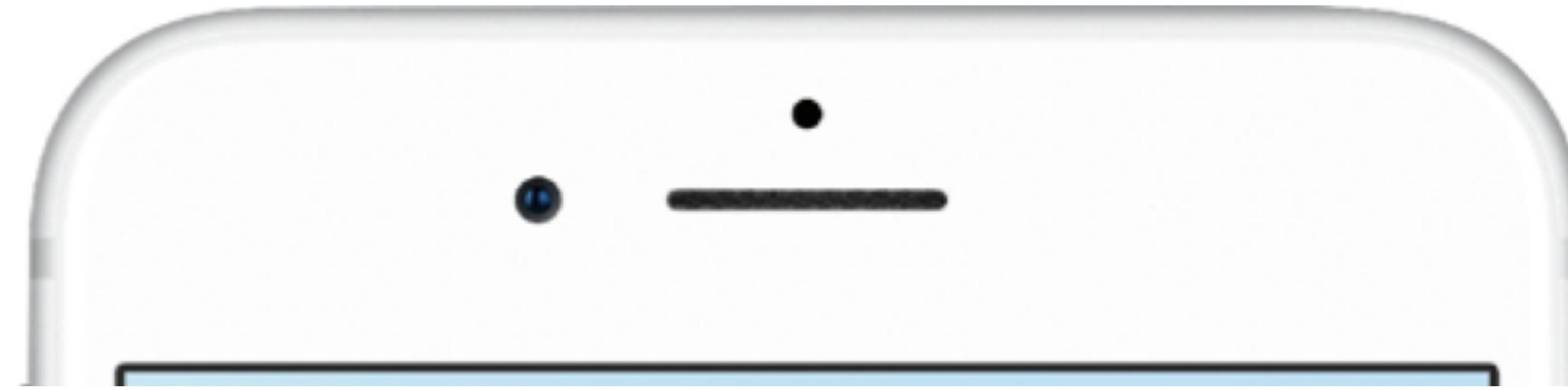
GAP

Experiment in color

See More



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Experiments in Color

Organic social implementation



interaction video (click for video)

click for video stories

AT&T 19:09 39%



gap

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gap

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gap

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gap

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4:10



gap 2h



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Experiment in color

See More



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4:10



gap 2h



GAP

Experiment in color

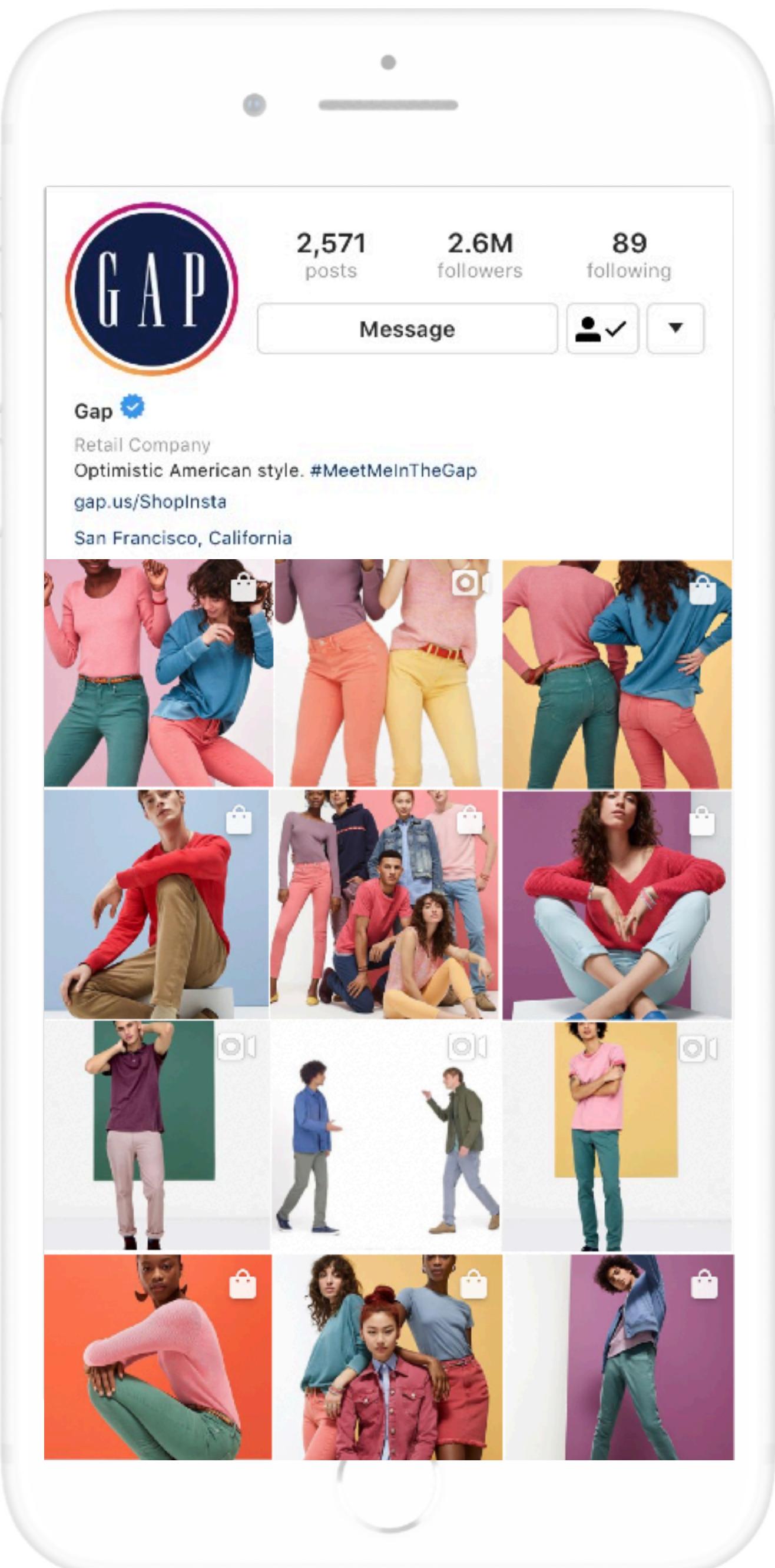
See More



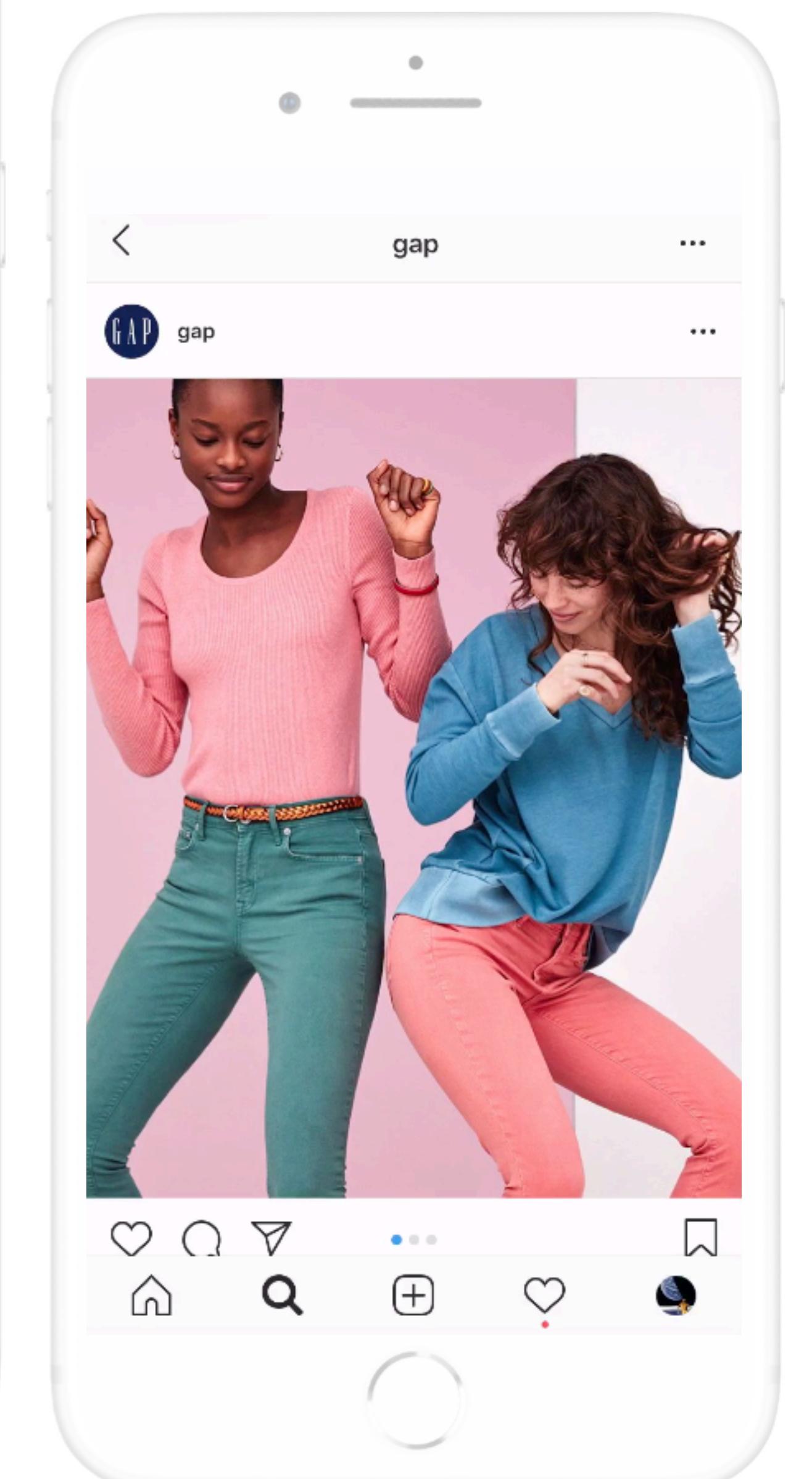
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Experiments. In. Color.

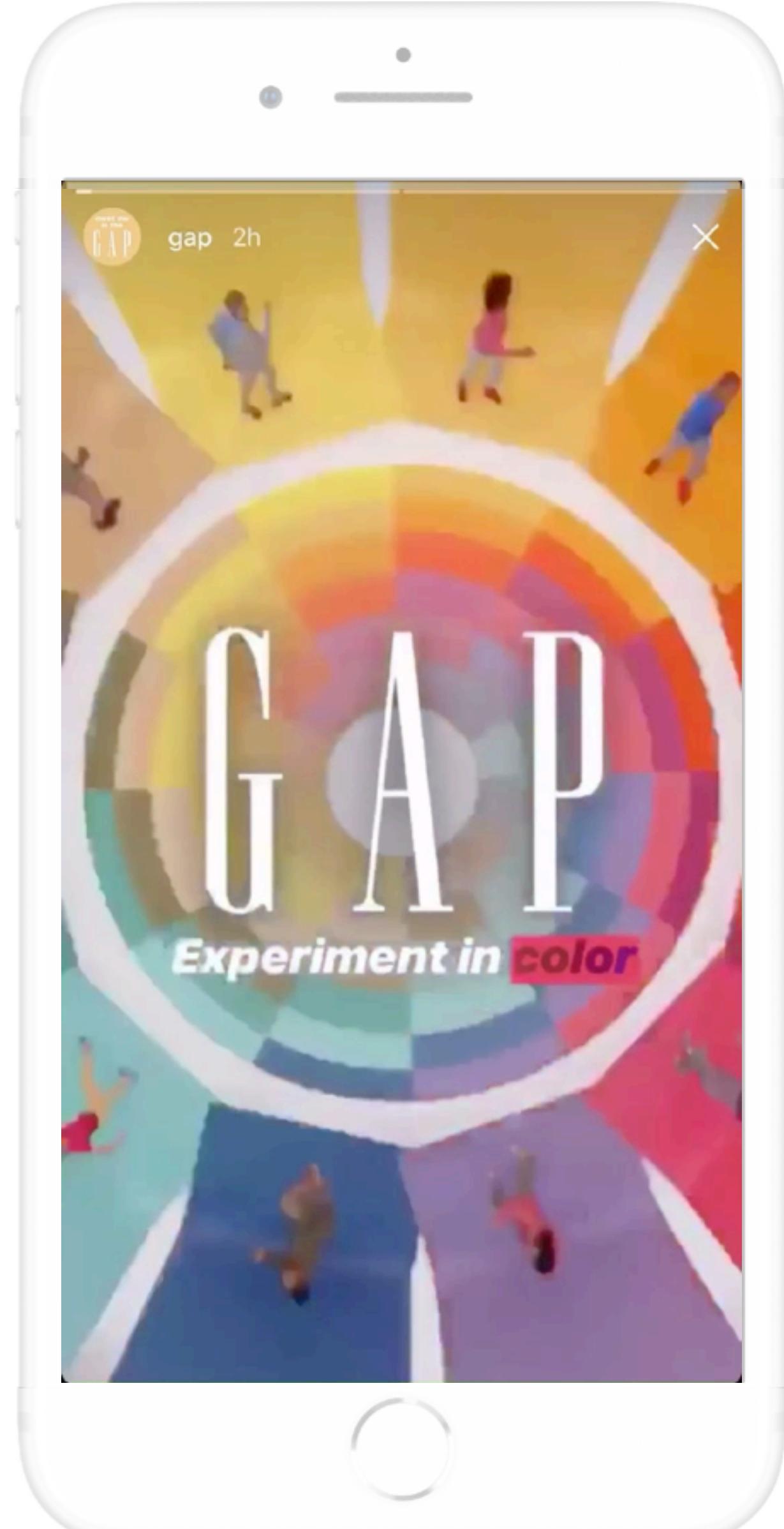
Organic social implementation



Story grid



Interactive product storytelling (click for video)



IG Stories (click for video)

Experiments. In. Color

Gap Fifth Avenue Store Experience

