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# INFLUENCE OF SOCIAL MEDIA IN FASHION & LIFESTYLE

🕒 Thursday, July 18th, 2013

👤 navimatt

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**“Ignoring the Internet is total madness,” said [Diane von Furstenberg](#), who didn’t live stream her show but did update her Facebook page with backstage photos and tweeted from the event. “Being active on the Internet is indispensable to growth and for being relevant. It helps your **business** to be truly global and truly multi-generational.”**

The enormous infusion of social media, in terms of bloggers, internet celebrities, and ecommerce websites, especially targeting the younger generation, influences the way we dress and what we feel is ‘fashionable’. Fashion and lifestyle bloggers today are highly reputable and influential individuals and those extremely committed to their craft have, earned industry recognition.

We are constantly being introduced to ‘what is trendy’, on a global scale! Twitter, Facebook, Instagram, popular Blogs and Pinterest are incessantly demonstrating; exotic travel destinations, the latest trends, in terms of food, fancy recipes, beauty products and gorgeous fashion and accessory pieces. People now get their beauty ideas from YouTube tutorials, Polyvore and other popular websites, where fashionable men and women share their fashion ideas, style tips and what they are wearing! Online tutorials help the youth population to learn a variety of styling techniques, like – makeup tricks, nail art, create tricky braids and outfit ideas for a night out. Social media allows us to become more style-savvy, and enables you to express yourself freely and to identify your personal style and create an exciting wardrobe. Digital and e-commerce launches of new products have also been a popular way for brands to keep costs low in a tough economy for luxury products.

Fashion has traditionally been ‘desirable’, from a brand’s perspective, it is an experience with very detailed feelings and emotions they hope to craft for the wearer. Which is why the thought of going ‘social’, initially did not entice several brands because they’re not sure how to translate these feelings into online traction. But as social communities became more popular, brands joined in and began creating dialogues with their online audience. Brands like American Apparel and TopShop along with emerging designers were the first to adopt social media marketing. Once they came through with positive results, other brands like JCPenny and high fashion brands like Oscar De La Renta, Burberry and Louis Vuitton created a presence in the

digital world, by joining several communities.

Facebook and Twitter are now among the most valuable tools for brands to monitor consumer sentiment and provide real-time customer service in the fashion industry. Now that fashion brands have learned to navigate social media, many are experimenting with development of their own social networks or even invitation-only communities. Luxury brands Louis Vuitton, Dolce & Gabbana, Chanel and Burberry have launched their own social networks . Burberry's social media marketing model is fantastic; each campaign is exciting with developments like 'Burberry acoustics'. A great example of user-generated content used in union with a niche network is Burberry's [Art of the Trench](#) site. Users are encouraged to upload images of themselves wearing Burberry's signature item – their trench coat. Facebook and Twitter are great for mass marketing, however more exclusive social destinations allow brands to extend their story and promise to their customers, maximizing the user's online brand experience.

'Social Media has made fashion & lifestyle more accessible and what's wonderful is that, now all have an opportunity to be trendy & stylish. Fashion now transcends across all strata's and is no longer the purview of only the wealthy', Amrit Rai, publisher at Elle India rightly said, when I asked for her thoughts on the impact of social media's influence on the world of fashion and lifestyle.

There is a number of hugely successful fashion, food, beauty and lifestyle related blogs and other content on the internet today, and the success lies primarily in the quality of their content, brand identity and relationship with their audience. While each is unique, they've built a cult following, around their areas of expertise and passion. Since everyone is going digital today, it allows you to stay connected to your friends and various celebrities by simply scrolling through your iPhones or Blackberrys and finding out about all the seasons latest trends, chic restaurants and the beauty buzz with the click of a button, its truly

**- Maia Sethna, Model & Actress (SMW Mumbai Blogger)**

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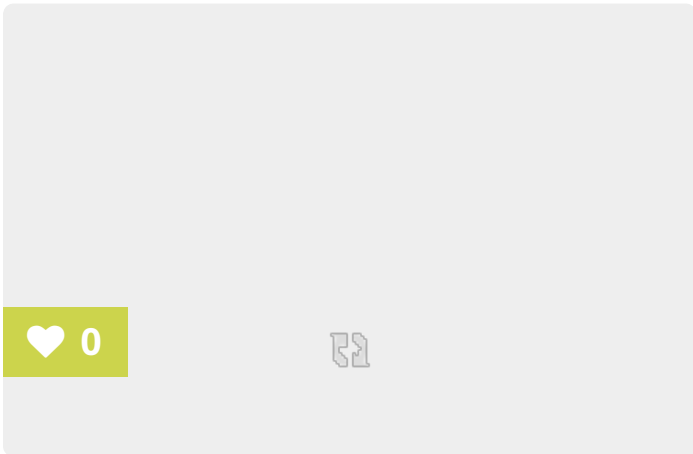
Influencer Marketing is surely next big thing for advertisers. Check <http://fromote.com>, an influencer marketing platform which helps brands to find and engage influencers to promote their brands on social media. Brands get targeted reach and influencers make money from their postings!

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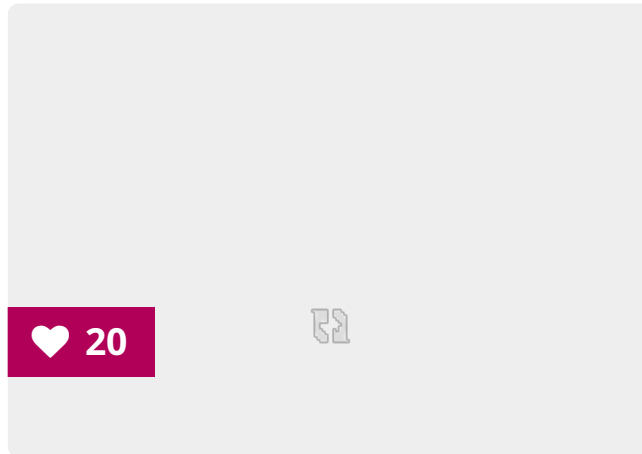
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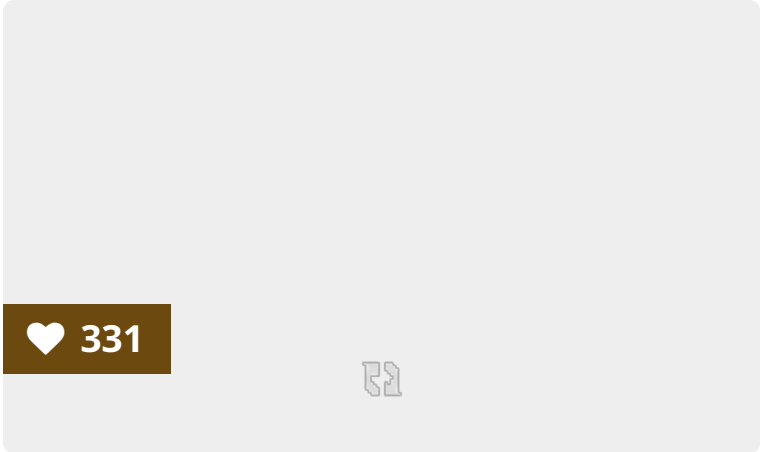
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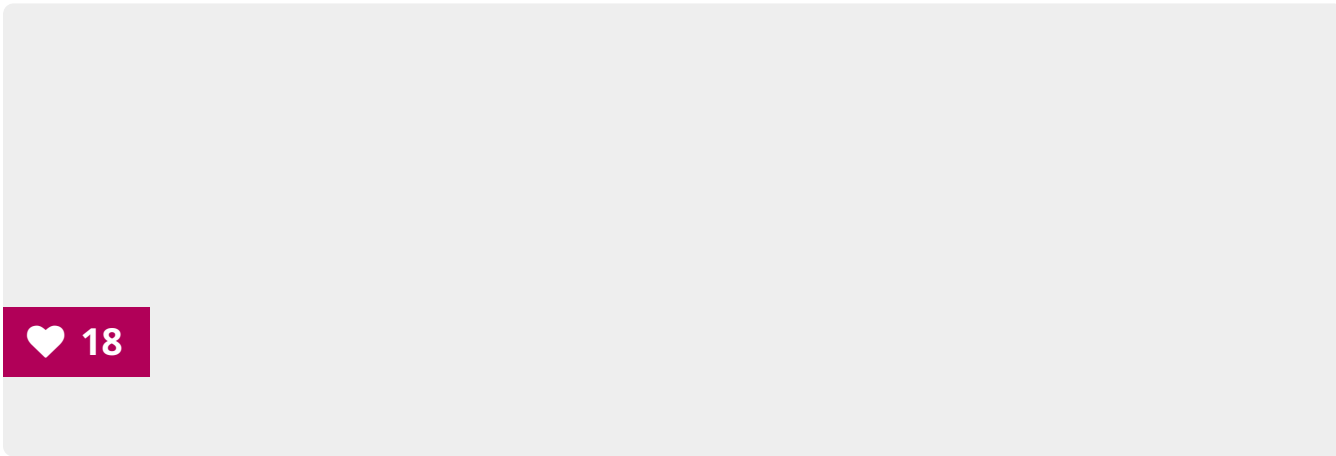


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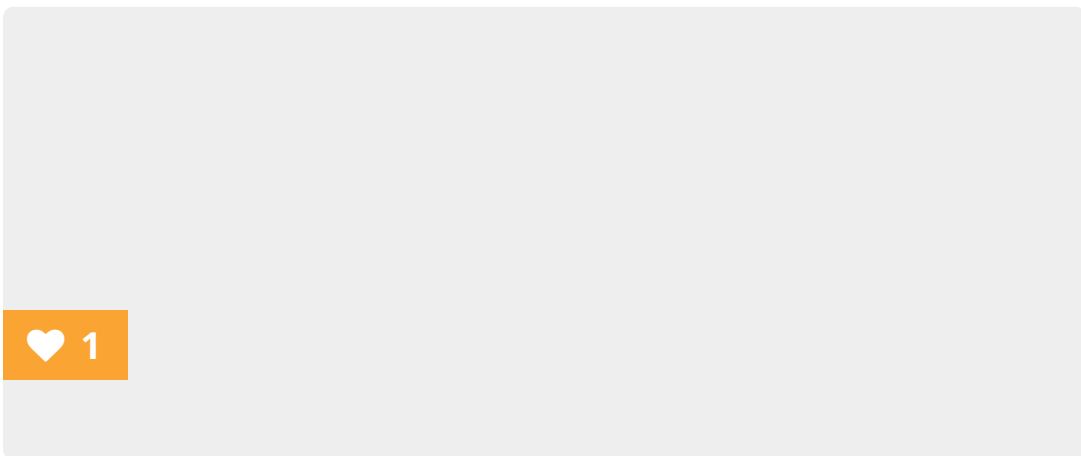
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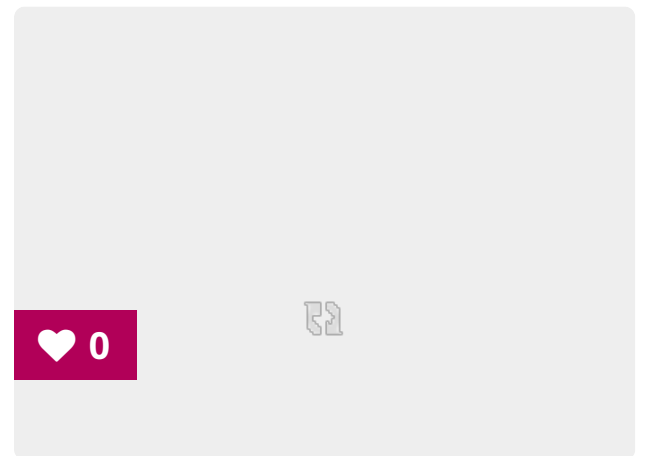
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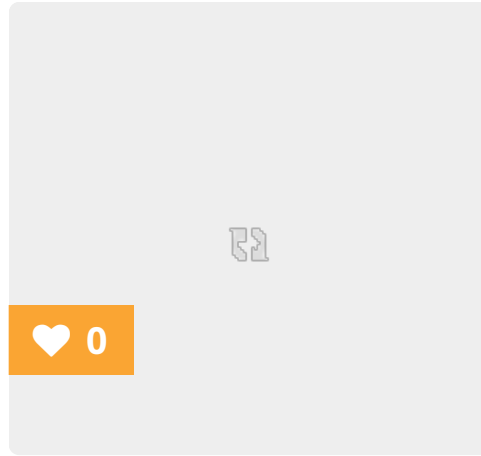
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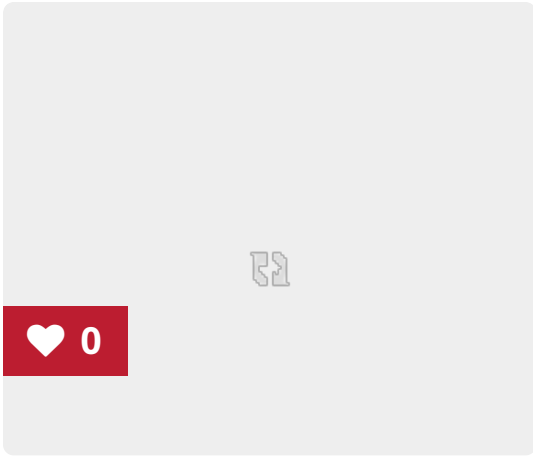
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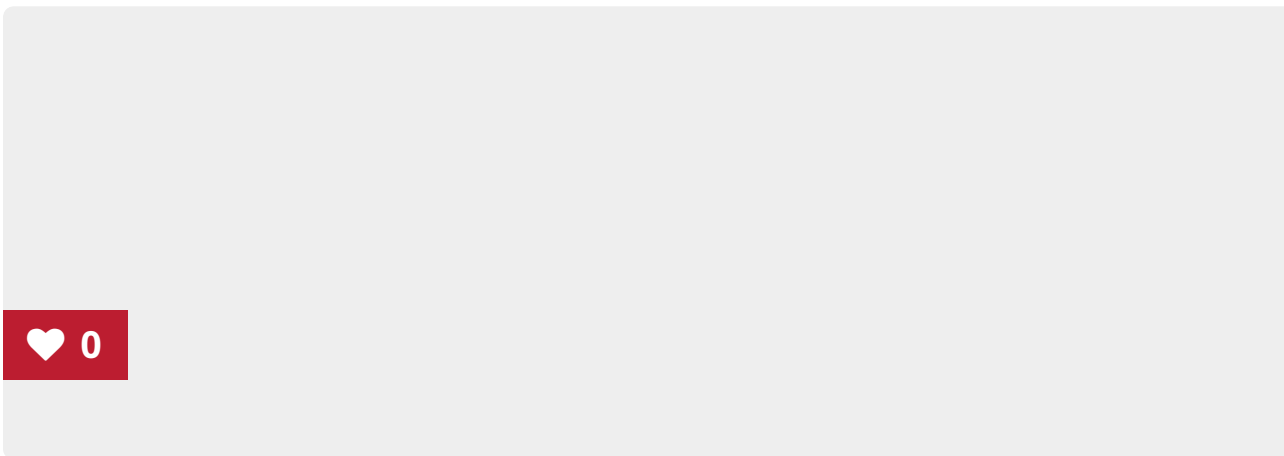
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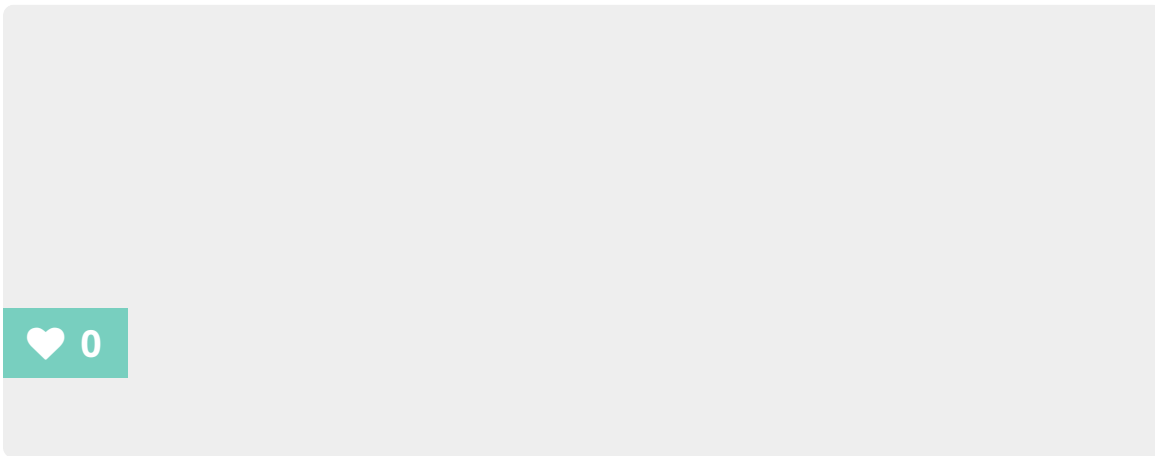


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