

How Social Media Has

Transformed Fashion Trends

A. Introduction

Thesis Statement :- Social media has revolutionized the fashion industry by leveraging digital platforms to highlight their product and create hype around it. It has changed how businesses market their product and attract customers by transforming fashion trends on a micro, cultural, economic and technological level.

B. How Social Media Has Transformed Fashion Trends?

(Micro Level)

1. Rise of social media influencers

(microinfluencers on instagarm)

2. Personalization of fashion

(Algorithms of reels showing more of what one prefers)

3. Instant Fashion Adoption

(Tiktok's role in trend cycles)

4. Accessibility ~~easy~~ and made following trends easier

(Brands having links to their online shop on social media ~~are~~ accounts).

5. Made customer of a business its marketer (Individuals wearing a brand and tagging it on social media).

(Cultural Level)

6. Bringing back old trends (90's trends on social media)

7. Globalization of style

(Labubus and Stanley famous all over the world)

8. Leveraging famous celebrities

(Clothing brands collaborate with Hania Amir on their social media)

a. Representation of Body Positivity

(Brands including dark skinned and plus size models to avoid backlash on social media).

(Business level)

10. Development of a new ~~no~~ niche : User generated content
11. Shift to Digital first marketing
(Business prefer social media ads over traditional marketing)
12. Direct to consumer growth
("Instagram shop", "Tiktok" shop)

(Economic level)

13. Rise in consumer fashion spending
(Tiktok made ~~we~~ we buy it)
14. Creation of new economic sector
(Brand sponsorships and brand deals)

(Technological level)

15. Promotion of virtual Try-ons
(Filters to let users see how product looks on them)
16. Leveraging AI generated models

C. Conclusion.