

How Social Media has Transformed Fashion Trends

Outline

1. Introduction

- a. Attention grabber
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2. How Social Media has Transformed Fashion Trends

a. Fashion trends have now become influencer-centric, not culture-centric

(i) hype of social media influencers on Tik Tok

b. Social media has led to rapidly changing fashion trends

(i) Frequent flux in fashion choice

from baggy jeans to flannel pants

c. Appeal of fashion trends has become worldwide due to extensive reach of social media platforms

(ii) Instagram users not limited to the United States

d. Certain fashion trends on social media have become associated with a particular cause

(i) Backlash of the fashion brand Zara following their notorious Gaza genocide advertisement

e. Appeal of social media approved brands have more grass root appeal

(i) Chinese shirts even popular in downtrodden areas of Pakistan

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(i) France no longer considered trendsetter in fashion

g. Digital marketing has enhanced the monetary value of fashion trends

(i) Views of editorial board of Dawn Images

h. Cult following of particular fashion trends due to immense socially approved ratings

(i) Rise of certain Turkish fashions

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i. Certain previously expensive fashion trends have become more affordable due to copy culture

(i) Expensive handbags of Louis Vuitton now ~~we~~ have very cheap alternatives

j. Social media approved fashion trends have created newer status symbols

(i) Youtube influencers have emerged as fashion icons

k. State controlled media has increased the soft power of nations due to their grip on fashion

(i) Chinese utilization of social media to project soft power

4. Conclusion



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Essay

Humans have always been influenced by what appeals to them. They assume that conformity to the norms is better attained if they themselves are updated. Both social media and fashion trends are two such entities that influence human behaviour. Social media has created a new milieu for the people of the twenty first century. The digital space it provides has effectively altered the perception of its users. One such area where it has remained particularly effective is in transforming fashion trends. These trends have now become influencer centric, not culture centric. As influencers frequently change, so do the fashion trends they ascribe to. Regardless of this flux, the appeal of their fashion trends has only grown stronger.

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Some of these fashion trends have become associated with the innumerable social causes of contemporary times. The trickle down effect has been so powerful that social media endorsed fashion trends have a universal grass roots appeal. Multiple fashion pivots have been globally established due to rise of social media users. The economic effect of this rise is coupled with the more sophisticated approach of digital marketing. Over the years, certain fashion trends have attained a cult status due to their global appeal. Similarly, newer status symbols have emerged due to socially approved digital footprint. Even states benefit themselves of this rise of social media approved fashion trends. This essay would discuss how social media has transformed fashion ~~sense~~ trends.

Firstly, fashion trends have now become influencer-centric, not culture-centric. Previously, the concept of fashion was linked to a particular nation or culture. Those fashion ideals mimicked those respective cultures. However, with the rise of social media, the contemporary fashion trends are associated with a particular social media influencer - someone who has a high digital footprint due to a large number of followers on social media platforms. These social media personalities become associated with their daily dressing sense on applications like Tiktok that have a massive numbers of users. Their ideas of fashion then become a trend when their followers imitate their dressing. Thus, fashion trends have been transformed by social media as they have become influencer-centric.

Secondly, social media has transformed fashion trends as it has led to

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a rapid flux in fashion choices. The influencers are not static; the influencer of today may cease to become as influential tomorrow. Accordingly, a newer influencer takes his place and this leads to change in fashion choices for the millions of social media users. A few years ago, baggy jeans were in fashion as influencers at that time used to endorse them. However this has changed and baggy pants are no longer considered a contemporary fashion trend. Hardly any modern social media influencer utilizes baggy pants. Thus, social media has transformed fashion trends as it has led to a rapid flux in them.

Thirdly, social media has transformed fashion trends by virtue of its world wide appeal. Social media cannot be confined to a geographical locality. As a result its appeal is much

more. The contemporary fashion choices are, similarly, not limited to a geographical locality. Fashion trends have a global appeal now due to the widespread digital footprint. A fashion trend that emerges in the United States will not be restricted to the United States as users of Instagram (a social media platform) who view those fashion ideas are not restricted to the United States. The fashion trend would consequently find ground even in Africa or Asia. As appeal of fashion trends has become worldwide, social media has transformed the fashion trends.

Fourthly, social media has effectively transformed fashion trends as it has associated them with a particular social cause. Previously, fashion was adorned for its inherent value: to feel comfortable, stylish or contemporary. Currently, fashion choices are not limited to these values. Instead

ascribing to a particular fashion could now have a subjective value. These values are determined by what values the respective fashion brands stand for. For ~~for~~ instance, Zara, a luxury fashion brand ~~is~~ faced immense boycott after it produced an advertisement that made it look like supporting the genocide conditions in Gaza. Uncountable people shunned this luxury powerhouse as they did not want to ascribe to Zara's stance on Gaza. Hence, they opposed it and social media can be credited for creating this new norm of associating fashion houses with social causes.

Moreover, social media has also transformed fashion trends merely by its ability to have a more grass roots appeal. The sheer amount of publicity of a particular fashion item on social media has made the fashion choice accessible

to virtually everyone on the planet. The socioeconomic status of an individual does not have much to do with his or her knowing about the contemporary fashion choices in the world. It is a common occurrence to observe an ordinary person in the street looking at trending reels on Youtube that showcase the trendy Chinese shirts. Hence, the appeal of fashion choices has spread to the grass root levels due to social media.

Another way in which social media has transformed fashion trends is in creating multiple fashion pivots globally. For centuries, Europe in general and France in particular were considered the global ~~trendme~~ trendsetters of fashion. This has ceased to be the case due to the impact of social media. Nearly anyone who possesses a phone can now become a fashion sensation if his

or her posts go viral on social media. The sensational video can make their viewers like their content and as a result they develop a new fashion trend. Thus, social media has transformed fashion trends by establishing multiple fashion pivots all around the world.

Moreover, social media has transformed fashion trends by making the mere ~~publicati~~ mere marketing process a very lucrative one. Not all fashion trends are very expensive; some are very affordable like a basic veil for women. However, even these have been made to look exotic with subtle ~~emp~~ embroidery and consequently their market potential has skyrocketed. According to the editorial board of Dawn's fashion magazine, Images, even basic items of clothing like veils for women, and ~~caps~~ prayer caps for ~~med~~ men have become marketable commodities due to the emerging trends

on social media. Hence, digital marketing has significantly enhanced the monetary value of fashion trends due to social media.

Another way in which social media has transformed fashion trends is the production of cults of fashion trends due to immensely high social ratings. Fashion trends can be both cohesive and ~~discohen~~ uncohesive for society. Social media has given rise to polarisation in which adherents of a particular fashion trend get pitted against those who do not conform to them. This creates an 'us vs them' phenomenon. Adherents of certain Turkish fashions may get isolated if their fellow family members and friends do not approve of them. Instead of adopting a flexible attitude and blending in with everyone, an isolationist policy is adopted and cults develop. Therefore, social media has led to development

of fashion cults.

One of the ways in which social media has transformed fashion trends is by making previously expensive fashion trends more affordable. Many accounts on social media platforms like Whatsapp and Facebook have provided consumers with cheaper copies of brands. The way they market them an ordinary observer will not be able to distinguish between the original and counterfeit item. Handbags of Louis Vuitton which are sold for thousands of dollars can be bought for a mere ten percent of the price for a counterfeit. Therefore, social media has provided consumers with a convenient way to purchase previously unaffordable luxuries.

Furthermore, social media has transformed fashion trends by creating new status symbols. Youtube influencers have achieved the status symbol of being fashionably relevant. Such individuals are then looked upto by the youth and are appreciated

for their high digital footprint. The fashion ideals that they approve become the talk of the town. Consequently, social media transformed fashion trends by making newer status symbols.

Lastly, state controlled media has increased the softpower of nations due to their grip on fashion. China's global rise can be attributed to its hard and softpower. Its hardpower is denoted by its robust military arsenal but its softpower is depicted by its position as an emerging fashion leader of the world. It utilizes the platform of Tik Tok and Wechat to promote Chinese fashion trends across the globe. Its reliance on such social media platforms to project its softpower denotes how social media has transformed fashion trends.

To sum it up, this essay discussed how social media has transformed fashion trends. It has ensured that fashion trends become influencer centric, not culture centric. Its global outreach has made the adoption of fashion ideals more worldwide. By associating fashion trends with social causes, and benefit of trickle down effect of social media, it has magnified the lens through which fashion trends are observed. Multiple fashion pivots have been established globally and some have even

a cult status. Moreover, the monetization of fashion trends has led to a stark change in consumer choices. Even states utilize social media platforms to spread their indigenous fashion trends abroad. Both social media and fashion are such entities that they influence human behaviour. The influence of social media on transforming fashion trends has shown that humans ultimately understand that the only thing constant in their life is the element of change. It is upto the humans if they change for better or worse.