

Fashion blogs written by consumer stylists essay example

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- In the contemporary fashion landscape, anyone can appoint and declare him or herself a fashion expert.
- Select a consumer stylist blog that you believe has been influential in providing fashion leadership.
- What is your opinion about this issue?
- Has fashion leadership fragmented into many style tribes each with their own leaders?
- Are trends being spread through the ether like viral contagion?

Fashion is obviously one of the most important styles of our age and especially for women, following fashion is obviously a must if they want to plug themselves into society. However in today's day and age it is also important to note that fashion styles are changing and there are lot of different icons and styles which cater for different types of society as well as different ages, groups and images.

In fact the traditionalist fashion houses such as Versace, Dior and Levis are now changing their collections to appeal for a more hedonistic and open generation. This may mean that clothing collections are changing and that more colourful patterns are being introduced and these are also spreading very rapidly.

Personally I believe that fashion houses are changing for the better and they are also showing a certain amount of empathy and understanding with regards to modern lifestyles. Obviously this creates a certain amount of variance when one analyses traditionalist collections but with the vast amount of choices on offer, life must also change accordingly. New fashion

houses such as Desigual demonstrate that a youthful look can work miracles and all those who do not conform to such new styles are seen as being slightly retrograde and without much imagination in that respect.

A style blog such the Schwarzkopf one dedicated to Trendy Hairstyles for Milan Fashion Week shows far a new hairstyle can go and how this can attract new readers to the website. Of course one can also observe that hair styles have become almost viral and everyone has to have a nice hairstyle these days or else they would not even be considered for fashion consumption.

Film stars and pop stars as well as sports stars are obvious targets for the fashion industry and one consistently sees new brands being launched by these stars. This means that the fashion house as we know it is slowly but surely disappearing into a merge of individual lifestyles and trends which actually tend to overwhelm the market accordingly. This may seem to rely more on the world of social media where everything becomes quite viral and a new dress or a hairstyle can be copied within minutes of it being seen. A typical case in point would be the wedding dress of Kate Middleton which took everywhere by storm and millions copied its style when it came out on the wedding day.

The social media blog has changed fashion in several ways and all this is intrinsically demonstrated in the way new fashion stylists and their bloggers are using the internet to attract new younger customers. The fact that content is now also available on mobile phones means that the immediacy of it all is pretty striking and anyone can turn to a blog within seconds and buy

on impulse. In fact, impulse buying is an important part of today's fashion industry as this may also mean that life will be changing when one tends to move towards different fashion stylists and houses. Blogs which go viral remain very important in the industry today.

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