

## **INFLUENCE OF SOCIAL MEDIA ON FASHION TRENDS**

**Balwinder Kaur** Assistant Professor, Department of Fashion Design, Faculty of Visual & Performing Arts, Guru Kashi University, Talwandi Sabo (Affiliated with NAAC A++)

### **Abstract**

Social media's introduction has completely changed how we engage and communicate with one another. The purpose of this research paper is to examine how social media affects vogue. It explores how social media sites like Instagram, Facebook, and Twitter affect how consumers consume fashion and engage with it. This article clarifies the function of influential people, user-generated content, and the democratization of fashion by investigating the connection between social media and fashion. The research highlights the industry's prospects and problems, as well as the transformational influence of online platforms on fashion industry developments.

**Keywords:** social media, fashion trends, fashion influencers, online communities, digital transformation, consumer behavior.

### **Introduction**

Social media platforms have become potent instruments that influence many facets of our life in the modern digital age, including the fashion business. Social media sites like Instagram, Facebook, Twitter, and TikTok have emerged as the main information and inspiration sources for fashion fans worldwide as a result of the widespread use of smartphones and internet access. This study article intends to explore the dynamics and mechanisms underlying the significant influence of online platforms on trends in fashion.

Fashion weeks, publications, and famous patrons have always been used to propagate new designs and trends in the fashion business, which is noted for its ongoing change and trendsetting character. The emergence of social media, on the other hand, has upset this traditional structure, democratizing fashion and providing individuals with a forum to express their distinctive styles and impact the greater fashion scene.

The accessibility and immediacy provided by social media is one of the primary aspects leading to its effect on fashion trends. Users may access a broad selection of fashion inspiration, curated styles, and the newest collections from fashion designers with a simple browse through a feed or a tap on a screen. Social media has successfully crossed the gap between fashion industry insiders and consumers, allowing anybody to actively engage in trendsetting and personal style expression.

Furthermore, social networking platforms have become a breeding ground for fashion influencers as well as bloggers with large followings. With their aspirational lives and exquisite fashion choices, these influencers have the potential to alter customer tastes and boost sales. Influencers have become prominent tastemakers, defining trends and moulding their followers' fashion choices through product endorsements, partnerships, and sponsored material.

Additionally, social media platforms enable real-time interaction, which fosters a feeling of community among fashion fans. Users may post pictures of their clothing, solicit criticism, and participate in conversations about the newest fashion trends. The participatory aspect of social media creates a feedback loop in which users inspire and learn from one another, enhancing social media's effect on fashion trends.

Finally, the introduction of social media has transformed the fashion business, upsetting conventional methods of trendsetting and democratizing fashion. The purpose of this research paper is to investigate the numerous facets of social media's influence on fashion trends, including its impact on consumer behavior, the growth of fashion influencers, and the dynamic interaction between social media and the fashion industry. We can better manage the developing fashion landscape driven by

social media and its implications for the industry's future by having a full awareness of these dynamics.

### **Review of Literature**

Social media describes the ways through which individuals connect in virtual communities and networks to produce, share, and/or interchange knowledge and thoughts. A fashion trend is a certain fashion design that is fashionable at a given moment. In truth, we aren't required to pay extra attention since any time we observe a large number of individuals (particularly younger people) wearing a similar design, it indicates that the specific design is a current fashion trend.

However, the combination of the two results in a really large phenomenon that has entirely revolutionized the style and apparel industries.

According to history, fashion design may be traced back to 1826. From 1826 through 1895, Charles Frederick Worth is regarded as the entire world's foremost fashion designer. Charles, a former draper, opened a fashion company in Paris. He established the practice of fashion houses and advising buyers on what type of clothing would fit them.

At the turn of the twentieth century, new fashion trends would emerge in Paris first, before spreading to the rest of the globe. New clothing styles would emerge in Paris before spreading to the rest of the world.

Fashion clothes began to be mass-produced in the mid-twentieth century. The volume of production rose, and consumers began to have more clothing options. People's fashion knowledge expanded towards the end of the twentieth century, and they began picking clothes for themselves based on comfort and their own style, rather than relying on commercial trends. The fashion of the 2000s is typically described as a global mash-up, with trends fusing vintage designs with global and ethnic clothes. Hip-hop fashion was typically the most prominent among youths of all males and females followed later in the decade by the retro-inspired alternative style. In addition, sustainable and ethically apparel, such as reused designs and faux fur, were popular during the decade. Hipster fashion, fitness clothing, a return of austerity-era historical designs and alternative clothes, swag-inspired costumes, 1980s-style neon streetwear and unisex 1990s-style components influenced by grunge and skater fashions marked the decade of the 2010s. 2020s fashion represents a shift from 2010s fashion as well as nostalgia for past styles.

They were heavily influenced by styles from the early to mid-2000s, the late 1990s, the 1980s, the 1970s, and the 1960s. Many enterprises, including contemporary fashion heavyweights like as Shein and Shekou, used online networks such as TikTok and Instagram as a marketing tool in the 2020s. Third-party marketing initiatives, particularly those involving celebrities and other prominent figures, have emerged as popular promotional tactics. E-commerce platforms like Depop and Etsy flourished by allowing individual sellers to sell antique, handmade, or resold clothes. Instead of huge stores, their mission is to promote and assist local companies and the environment. Thrifting has surged in favour in the 2020s in the fashion sector owing to its focus on obtaining important or essential pieces of apparel at a low price.

### **Social Media's Influence on Fashion Trends**

For the explanation of this topic, we can divide this topic in two subparts which helps us to explain it more efficiently. The two subparts are "Examples of fashion trends influenced by social media & Explanation of how social media influences fashion trends".

**Examples of fashion trends influenced by social media:** - Social networking has had a significant influence on the fashion sector in numerous ways shaping trends and designs. Here are a few instances of how social media has affected fashionable trends:

- **The rise of athleisure clothing:** - social media has helped to popularize athleisure wear, a design trend that mixes athletic gear with casual, everyday wear. Fitness influencers and celebrities may now exhibit their training regimens, fashionable gym attire, and healthy lifestyles on platforms like

Instagram and Facebook. People have been persuaded to include sports apparel into their regular appearances as a result of their exposure to fitness and health information.

With the popularity of athleisure wear, companies have begun to create apparel that is both useful for workouts and stylish for everyday wear. Activewear companies such as Lululemon, Nike, and Adidas have capitalized on this trend by designing fashionable leggings, sweatpants, sports bras and trainers that can be worn to the gym as well as out and about. Athleisure wear's comfort and adaptability have made it a popular choice for many, particularly among millennials and Gen Z, who value both style and usefulness.

- **Popularity of Oversized Clothes:** -Another social media-influenced design trend is the popularity of oversized apparel. This trend may be attributed to the emergence of streetwear fashion and the impact of platforms like as Instagram and YouTube, where street style influencers and celebrities frequently show off their ensembles.

People may now explore new styles and experiment with various fashion aesthetics thanks to social media networks. As influencers and celebrities adopted this relaxed and comfortable style, the oversized clothing trend gained traction, characterized by loose-fitting apparel such as oversized sweaters, T-shirts, and jackets. People can now easily post their own clothes on social media, creating a sense of community around the large clothing fad.

- **Comeback of 90s Fashion:** - The resurgence of 90s fashion is yet another big trend driven by social media. Platforms such as Instagram, TikTok, and YouTube have evolved into nostalgia hotspots, allowing users to share and discover retro fashion trends from the 1990s. This renewed interest in 1990s fashion has resulted from this exposure.

Influencers and celebrities frequently incorporate 90s-inspired clothing pieces into their looks on social media, such as high-waisted jeans, crop tops, slip dresses, clunky trainers and denim jackets. Many people have expressed a wish to reproduce the fashion aesthetics of the 1990s as a result of the extensive sharing of outfit inspiration and fashion hauls.

**Explanation of how Social Media Influences Fashion Trends:** -The way we interact, connect, and consume information has been transformed by social media. It has recently emerged as a major forum for dictating fashion trends. This Study investigates the impact of social media on fashion trends, with an emphasis on its potential to reach a vast audience, the usage of influencers and celebrities as trend setters, and the role of social media in establishing and propagating viral fashion trends.

- **Social Media's Ability to Reach a Large Audience:** - One of the primary reasons that social media has become a driving factor behind fashion trends is its unrivalled ability to reach a large and diversified audience. Platforms such as Instagram, Facebook, Twitter, and TikTok have billions of active users globally, allowing fashion businesses, designers, and influencers to promote their trends and ideas on a global scale.

Social media fashion material might include outfit ideas, runway shows, street style looks, hauls, and product reviews. Users may subscribe to fashion influencers, businesses, and celebrities to obtain access to their curated content, newest collections, and style advice. This direct link enables the real-time transmission of fashion trends to a large audience.

- **Use of Influencers and Celebrities to Promote Fashion Trends:** - social media has enhanced the importance of influencers and celebrities in creating fashion trends. Influencers with large social media followings and engagement are seen as credible authority and sources of style inspiration for their followers. They have the ability to alter purchase decisions and fashion preferences.

Fashion businesses work with influencers and celebrities to provide them with items or sponsorships, which results in sponsored posts, product endorsements, and brand alliances. Social media boosts the visibility and attractiveness of trends by displaying these influencers wearing certain styles or

endorsing specific products. Influencers, celebrities, and fashion businesses have a symbiotic connection that has shown to be very important in shaping fashion trends.

• **Role of social media in Creating and Spreading Viral Fashion Trends:** - The quick invention and transmission of viral fashion trends has been helped by social media. TikTok, with its short-form video style, has become a hotspot for trendsetting and content development. Users may make and share fashion-related movies that highlight unique style ideas, DIY hacks, and fashion challenges. Often, viral fashion trends begin with a single important user or celebrity uploading a unique look or fashion notion. These postings can quickly gather traction through shares, likes, and comments, and can eventually go viral. Because of the fast-paced nature of social media, trends may grow and spread quickly, attracting the attention of millions of users in a short amount of time.

**Positive and Negative effects of social media on Fashion Trends:** - social media has evolved into a powerful medium for defining and disseminating fashion trends. Social media platforms have altered the fashion business in several ways due to their extensive use and accessibility. This section will address the good and bad influences of social media on fashion trends, backed up with appropriate references.

**Positive effects of social media on Fashion Trends:** -

• **Increased Accessibility and Global Reach:** - Fashion trends are now more accessible to a worldwide audience thanks to social media. Platforms such as Instagram, Pinterest, and TikTok enable people to find and follow fashion influencers, businesses, and fashion weeks regardless of their location. Fashion has become more diverse and inclusive as a result of its democratization.

• **Instant Dissemination of Trends:** - Fashion trends may spread quickly and reach a large number of consumers in real time via social media. Fashion bloggers, influencers, and celebrities instantaneously share their outfits, collaborations, and fashion experiences, allowing fashion fans to remain up to date and engage in the current trends.

• **Enhanced Interaction and Engagement:** - Social networking platforms encourage interaction between fashion firms, designers, and customers. Brands may communicate with their customers directly, receive feedback, and tailor their goods or campaigns depending on real-time replies. This two-way communication aids in the development of brand loyalty and the creation of personalized purchasing experiences.

**Negative effects of social media on Fashion Trends:** -

• **Unrealistic Body Image and Beauty Standards:** - By showing carefully selected and manipulated photographs of fashion models and influencers, social media frequently promotes unrealistic beauty standards. Individuals attempting to reach these unachievable expectations may experience body dissatisfaction, low self-esteem, and harmful behaviors.

• **Fast Fashion and Overconsumption:** - Constant social media exposure to new fashion trends might contribute to a culture of rapid fashion and overconsumption. The urge to keep up with trends may lead to impulsive purchases and apparel discarding, adding to environmental problems and sustainability challenges.

• **Lack of Authenticity and Originality:** - social media may sometimes encourage a homogenized and repetitious fashion culture. Trends are easily copied and duplicated, eroding individuality and inventiveness. This has the potential to stifle the formation of new and original fashion trends.

## **Conclusion**

Finally, social media has had a significant influence on the fashion business, defining trends and changing the way customers interact with fashion. It has resulted in various good improvements, including expanded access to varied styles, individual empowerment, and the democratization of

fashion. However, it is critical to recognize and address the negative implications of excessive consumption, such as the propagation of unrealistic ideals. Balancing the positives and negatives of social media's effect on fashion will be critical in defining the industry's more sustainable and inclusive future.

## **References**

1. Rennolds., Milbank, Caroline (1985). *Couture, the great designers* (1st ed.). New York: Stewart, Tabori & Chang. ISBN 0941434516. OCLC 11867044
2. Dai, L. (2011). The 3D digital technology of fashion design. In 2011 international symposium on computer science and society (pp. 178–180). Kota Kinabalu: IEEE.
3. Véronique Pouillard (2013). "Fashion for all?". *Journalism Studies*. 14 (5): 716–729. doi:10.1080/1461670X.2013.810907. S2CID 145654265.
4. Brenda., Polan (2009). *The great fashion designers*. Tredre, Roger. (English ed.). Oxford: Berg Publishers. ISBN 9780857851741. OCLC 721907453.
5. "How did WW2 change the way people dressed?". BBC News. 2015-03-05. Retrieved 2017-04-21.
6. "From the 2010s to the '80s and '90s, Modern Streetwear is a Fashion Rewind". April 25, 2019.
7. "Return of 'Teen Spirit'? Grunge is back in fashion (and that's not a bad thing)". Retrieved July 28, 2014.
8. Gautama, Madhulika (July 22, 2014). "Grunge is the way to go". *The Hindu*. Chennai, India. Retrieved July 28, 2014.
9. "Now-stalgia: why fashion is going back to the future | Fashion | The Guardian". [amp.theguardian.com](https://www.theguardian.com). Retrieved 2023-03-24.
10. Rouzi, A. A., & Musaitif, M. S. (2020). The impact of social media on fashion industry: Empirical study of Instagram in Saudi Arabia. *Telematics and Informatics*, 50, 101415.
11. Lu, Y., Zhao, L., & Wang, B. (2020). Influence of social media on fashion consumption among millennials: An extended theory of planned behavior. *Sustainability*, 12(8), 3193.
12. Kaur, K., & Rahman, Z. (2021). Unveiling social media impact on fashion consumption: An integrative perspective of the stimulus-organism-response framework. *Journal of Fashion Marketing and Management: An International Journal*, 25(2), 176-195.
13. Fong, K. & Zhuang, Y. (2018). The Impact of Social Media on Fashion Industry: Empirical Investigation from the Consumers' Perspective. *International Journal of Business and Management*, 13(9), 188-196.
14. Quelch, J. A., & Jocz, K. E. (2019). *Fashion Trends in the Age of Social Media*. Harvard Business Review. Retrieved from <https://hbr.org/2019/11/fashion-trends-in-the-age-of-social-media>
15. Han, S. H., & Ryu, K. (2019). The Impact of Social Media Communication on Consumer Perceptions and Intentions. *Journal of Travel & Tourism Marketing*, 36(7), 791-804.
16. Perloff, R. M. (2014). Social Media Effects on Young Women's Body Image Concerns: Theoretical Perspectives and an Agenda for Research. *Sex Roles*, 71(11-12), 363-377.
17. Bhardwaj, V., & Fairhurst, A. (2010). Fast Fashion: Response to Changes in the Fashion Industry. *The International Review of Retail, Distribution and Consumer Research*, 20(1), 165-173.
18. Ger, G., & Belk, R. W. (1996). Cross-Cultural Differences in Materialism. *Journal of Economic Psychology*, 17(1), 55-77.