

# SOCIAL MEDIA AND ITS IMPACT ON FASHION INDUSTRY

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## Abstract

Defining “fashion” is quite complicated. It is a term that is known to almost all of us and has a variety of meanings. Fashion represents a variety of things to many different people. The high popularity of fashion keeps it trendy. Fashion trends keep changing; meanwhile, the values of society are established. To some of us, it is just limited to changes in style, trend, etc. They consider fashion as something almost artistic, luxurious, and exclusive, but to others, it is much more than that. They consider fashion another very highly profitable industry that produces large amounts of trendy and cheap clothing. Fashion is usually used by people as a tool to create an identity or to represent that you belong to a certain group.

**Keywords:** Social Media, Fashion, Youth, Fashion brands.

## 1. Introduction

There is no doubt that in the past two decades this industry has undergone a significant change. Fashion communication has changed drastically. Its success depends on the way how society interprets the trend of fashion and judges it. Due to social media platforms, the Internet, and the emergence of technology, the fashion industry is day by day becoming a global business. Fashion brands such as huge corporations such as Forever 21, Splash, H&M, Zara, and Primark are playing an effective role in making today's society materialistic.

To stay relevant, fashion brands have to practice effective communication with their customers. They have to use different tools such as visual brand communication, advertising, collaboration, public relations, influencer and celebrity marketing, and sponsorship to emphasize the combination of emotion and storyline and create meaningful brand stories, through which they improve their sales and sell the “dream” to today's modern fashion customer.

The Impact of Social Media platforms have changed the perception of the people in the fashion industry. From fashion brands to stylists, designers, to PRs, there is no domain that is left untouched by social media. People not just use social media but also consider it know the latest fashion trends and follow them to look stylish and follow them to look stylish and updated.

## 2. Positive Impact

- i. Social Media have encouraged the fashion industry to give their best and gain good popularity in less time. It has made it easy for the fashion industry to make people used to the latest trends. With the support of social media, fashion brands are not just earning good popularity but are also easily achieving their business goals.
- ii. Those that regularly use social media for one or other reasons have good knowledge about changing fashion trends and other updates. With this, social media have helped fashion brands and

businesses to convey their business message to the people in less time.

- iii. With the right use of social media businesses easily make people aware of the changes, and their latest trends. It also helps them their time and money that otherwise they have to waste on branding, promotions, etc.
- iv. Social Media have also increased opportunities for fashion designers and those who have a good interest in the fashion industry or want to learn more about it. It helps people get the knowledge they need to start or have a good carrier in it.
- v. As social media platforms are used worldwide so their usage of it helps the fashion industry to cover a wider audience in less time.

### 3. Negative Impact

- i. One of the major negative impacts of social media on the fashion industry is the cost. Even to use social media for promotions, advertisements, etc. fashion industry businesses have to spend a high amount. Sometimes they also have to wait a long for the results.
- ii. No doubt social media is beneficial for the fashion industry, but it is also responsible for increasing the challenges. It has made it essential for the fashion designers and other experts in the fashion industry to have some good knowledge of social media so they can make the best use of it.

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