



Cover Page



## IMPACT OF INTERNET AND SOCIAL MEDIA ON FASHION & APPAREL INDUSTRY

**Dr. Rahul Kushwaha**

Assistant Professor

National Institute of Fashion Technology

Daman, India

### Abstract

The clothing and accessory industry of today has a particular market where the newest trends are promoted and spread. The development of various social media networks has fundamentally altered how we view and use information. Additionally, there has been a paradigm change in how fashion companies and designers as well as consumers and buyers generally think. Fashion is much more gradual these days thanks to a large number of advocates who support various trends, events, fashion shows, and designers from around the globe. More importantly, it is now much simpler to communicate with people around all over the world.

When it comes to social media in the clothing industry, it refers to how many fashion designers and customers use different social media platforms to advertise and interact with trends. The likelihood of selling the product and growing the market as a whole increases with the level of engagement with current and potential consumers. The influence of social media networks has altered how we view the fashion business. Nothing in the world of fashion companies, public relations, designers, or stylists has escaped the influence of social media.

**Keywords:** Fashion, Social Media, Internet, Education, Clothing Industry, Apparel Industry, Brand, Advertisement.

### Introduction

#### Effect of social media on fashion over time

In 2009, top brands of fashion industry started using social media, which encouraged consumers to engage with a variety of brands. By raising brand recognition, engagement, and engagement, these types of consumer interactions have improved the brand. Various social media platforms, including blogging, tweeting, and sites like Facebook, Twitter, YouTube, Instagram, and Pinterest, have given fashion companies ways to interact with the general public. However, in today's world, social media networks are now seen as a chance to improve customer relationships and attract a bigger audience with them. In the past, many fashion brands believed that social networks would erode their relationship with their users. Regardless of whether the news or information is positive or bad, word of mouth can spread more quickly and have more impact online. The proximity of the material is extreme, and there is no standard to determine the truth, making it increasingly challenging for fans to get the facts straight. People can exchange opinions on a common ground when knowledge is disseminated. Many luxury companies worldwide are becoming more interested in viral marketing as a result of the growth of social media (Facebook, Twitter). One of the most powerful forms of market information for consumers is word of mouth, which is nothing more than interpersonal communication about goods and services between consumers. The internet has been a major factor in the spread of fashion today. With "blogs," users have virtually limitless online room for self-expression.

As an illustration, the casual look is regulated by social media, and everyday celebrity attire in Los Angeles has become a worldwide fact. Vintage shops are the preferred shopping destinations for customers worldwide, displaying T-shirts and denim that are a staple of Los Angeles' laid-back aesthetic. Many of the popular apps, including those for the iPhone, iPad, and iPod, have seen development over the past two years. These apps give users access to the newest offers, details on current fashion trends, the convenience of shopping straight from an iPhone, iPad, or iPod, and social media sharing made simple. Pose is a fashion app with tons of blogger-generated pictures and inspiration. The unique feature of this website is that users can share their best fashion finds and outfits while also taking notes on the newest looks from fashionistas and style icons. Users share Twitter Pose tweets and trade fashion styles even more than on Facebook and Instagram. There are a lot of fashion blogs all over the world that frequently manage new fashion trends, in contrast to fashion-focused magazines and TV shows. The blog's potent individual, personal, popular, and elitist point of view is what makes it so successful.

#### Social media sites have advantages for the apparel industry

The fashion business appears to make the most of social media since it is the primary information source. Fashion companies' reach to their audience has increased thanks to the emergence of fashion influencers and bloggers beyond what was previously profitable for both brands and clients.



Cover Page



These are the advantages of social media use in the apparel sector:

- Connection with clients
- Greater traffic
- Immediate communication
- Targeted advertisements
- Brand image cultivation and greater awareness

The fashion industry currently makes extensive use of social networks for advertising. This has led to an informational exchange that has an impact on how social interaction between consumers and fashion companies occurs. Social media platforms are assisting the fashion industry in connecting emotionally with consumers and increasing interaction with brand images and messages. According to UK researchers, interacting with customers on social media with messages that reflect their passion for social issues, prejudice against those issues, and warmth can boost their social engagement with fashion companies. Fashion is a significant way that people express their identities in the social sphere through their attire.

### Influential individuals

Businesses have promoted their brands using celebrity names, renown, and social stature, as Tommy Hilfiger did when he incorporated social media into his marketing strategy and appointed Gigi Hadid, who has 15.5 million Instagram followers, as a brand ambassador in 2016. As a consequence of the unprecedented rise in the number of influencer followers on social media, influencer marketing has developed into a rapidly expanding marketing strategy in many of the fashion industries today. According to one of the studies, influencer marketing has an influence rate that is 11 times greater than that of other conventional advertising platforms. It has led fashion consumption in social activities as a result.

**Trends:** Because of the connection between social media and fashion, it has spread widely and permeated everyday life. Influencer marketing has developed into a crucial and necessary part of advertising. Influencer marketing is presently used in the marketing strategies of about 85% of American businesses. Adopting popular fashion labels is a way to brag at social events. People attempt to display how distinctive and different they are through their attire. Social media has given some people who enjoy using their sense of style to socially affect others the opportunity to do so. Fashion-conscious consumers frequently follow fashion experts on social media and give attention to their suggestions for purchasing fashion products.

**Fashion campaigns:** Fashion businesses went beyond traditional social media advertising to engage with consumers and forge bonds with them, giving brands the chance to interact and forge bonds with them across numerous campaigns. a distinct style. For instance, Charlotte Russe has a strong social media presence and a sizable fan base on Facebook, Twitter, and YouTube. "User-generated content and social engagement" were highlighted in her promotion.

### The effects of social media platforms on the fashion industry

The way that the fashion business operated has been significantly altered by social media platforms. With an average of 5-7 accounts each, Instagram has over 4 billion daily users. Fashion and technology coexist in a healthy manner, so it is obvious that as technology advances, so will the way the fashion industry operates.

### How social media platforms produce fashion signs

Digital media has been the primary source of advertising and sales during a period of transformation for social networks and the fashion business. The emergence of fashion influencers and bloggers, who are also the new fashion icons of digital media, is one of the amazing things the sector has witnessed. Going back to 2015, it was Rihanna's decision to hire a hairstylist because she enjoyed her style that encouraged more people to experiment with their wardrobes. Users were able to establish their own online fashion profiles thanks to social media, which helped them, build communities where they could sell goods and services thanks to personal branding.

### Conclusion

In the upcoming ten years, the fashion industry will undergo a significant transformation. Social media has completely altered the way that publications and advertisements are presented. There is enough room for individual voices on these social media platforms because they heavily adhere to the "for the people," "by the people," and "of the people around the world" tenets.

Virtual retail is unheard of, and there is enough on boarding of new marketing strategies and job roles that offer greater employment. Technology and invention, which represent the ultimate future, are coming quickly. Fashion companies like Burberry are



Cover Page



setting an example of cooperation by working with Twitch, hosting their Spring/Summer 2021 show on the platform, in the discussion over whether social media also contributes to mental health issues and feelings of loneliness.

After Facebook, Instagram, Twitter, and other well-known platforms, the next popular activities are Thriller, Twitch, Only Fans, and Discord. Since AR and VR are already on the rise, the future of the fashion industry demonstrates the significant participation of social networks and technology. The fashion industry seems to be moving toward artificial intelligence and virtual reality, which will enable customers to digitally try on clothing without actually wearing it. Future virtual stores will put a strong emphasis on sustainability, and fashion forecasting organizations will become more data-driven (using information gleaned from social media analysis). In the upcoming years, we will observe some significant changes here.

### References

- Dunne, C. (2014). Social Media Brings Behind-the-Scenes Access to New York Fashion Week. FastCo. Design. Retrieved from <http://www.fastcodesign.com/3026218/how-social-media-is-changing-new-york-fashion-week>
- Goldsmith, K. (2010). Anna Wintour Discusses Fashion Bloggers, Irving Penn, and Hamish Bowles’s Surfing Lesson. The Cut – New York Magazine
- Hockenson, L. (2012). Making Fashion Personal: Macy’s Smart Social Media Strategy. Mashable
- Brake, D.K.(2009),The social media bible, tactics, tools & strategies for business success, John Wiley & Sons,Inc.
- Lee, R.W, (2009,December 21),five ways social media changed fashion in 2009
- Phillips, D. (2008). The psychology of social media. Journal Of New Communications Research, 3(1), 79-85.
- Apparel magazine.(2010).How Social media is revolutionizing the Apparel Industry-One message at a time.(2010).Apparel magazine,52(4),1-6.Retrieved from EBSCO host.
- Lee, R.W, (2009,December 21),five ways social media changed fashion in 2009
- Noricks, C. (2010, September 14). Advanced social media for fashion brands and Retailers
- Jacob, J. (2011, Feb 21). Proenza Schouler Says Fashion Bloggers Create an “Extraordinary Impact.” IFB.