

TREND-E:

**Empowering
the Fashion
Industry with
Instagram
Trends**



01 **Overview: Why & What**

02 What am I basing this research on?

03 Analyzing ASOS

04 What about the IG trends?

05 Production recommender by trends

06 Conclusions and further work

Overview

1 Why

Major changes in the textile industry, but **not all** participants **know how it works.**

2 What

How can my fashion business **implement** and take advantage of this strategy?



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What am I basing this research on?

Data used



kaggle

30.845 individual products
from ASOS UK website



29.777 individual
hashtags



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Asos brand vs own brand

UK market



850

Total Brands

(17 own, 833 external in 2023)



266

Total brands of data sample

(9 own, 257 external)



Asos products by brands

UK market

Brands with more products:

Own Brands

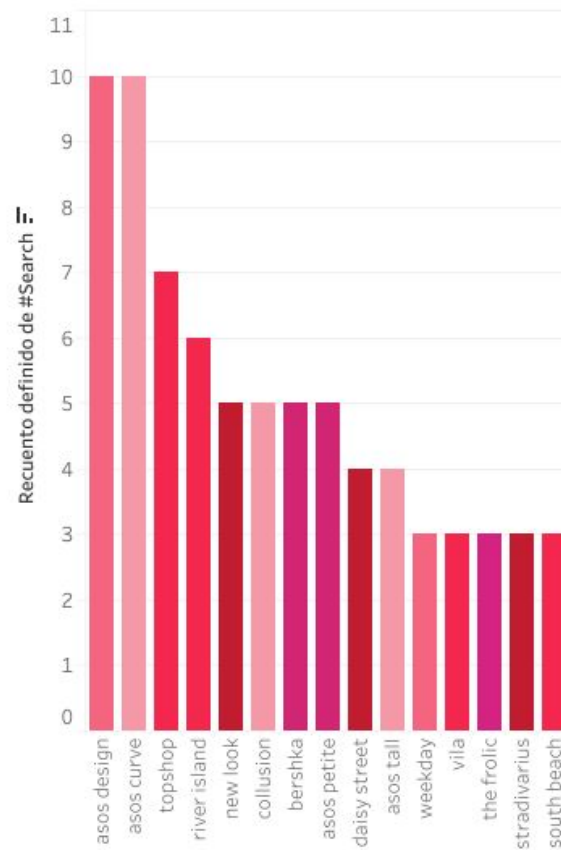
TOP 3:

Asos design

Asos curve

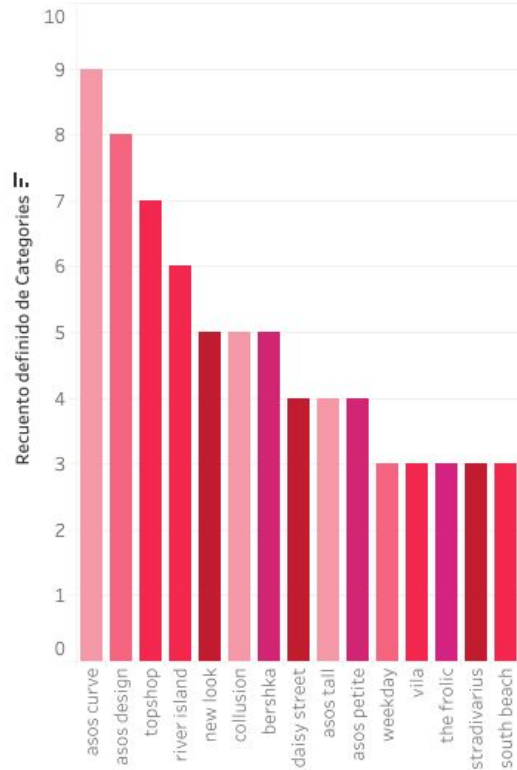
Topshop

TOP 15 brands (more products for sale)



Asos brands by categories

UK market



Brands more presence in different categories:

Own Brands

TOP 3:

Asos curve

Asos design

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Instagram Hashtags

First combination: colour/product type

Black

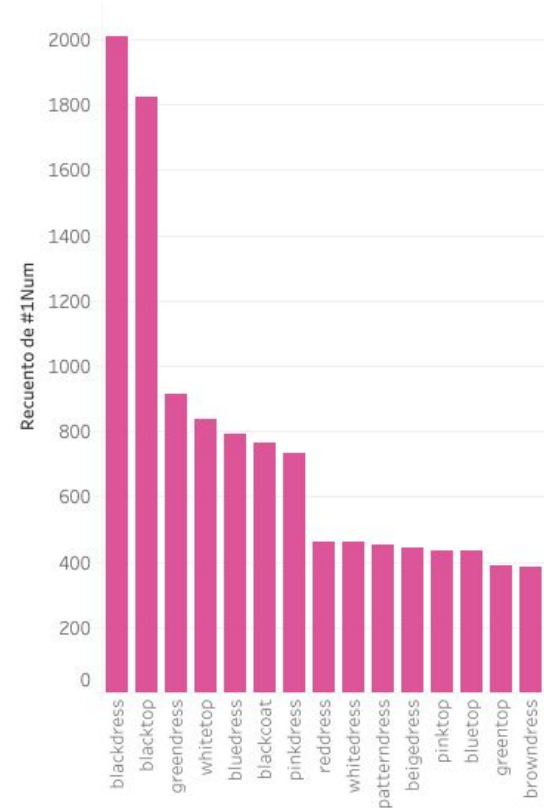
TOP 3:

#blackdress

#blacktop

#greendress

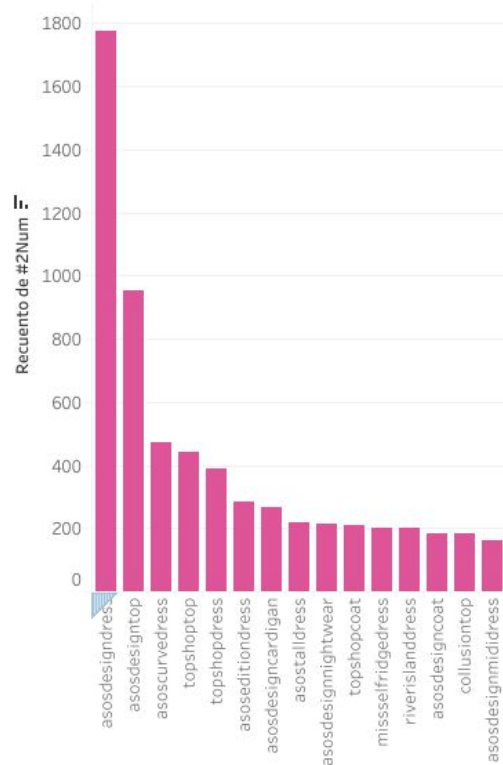
TOP 15 hashtags



Instagram Hashtags

Second combination: brand/product type

TOP 15 hashtags



Asos own brands

TOP 3:

#asosdesigndress

#asosdesigntop

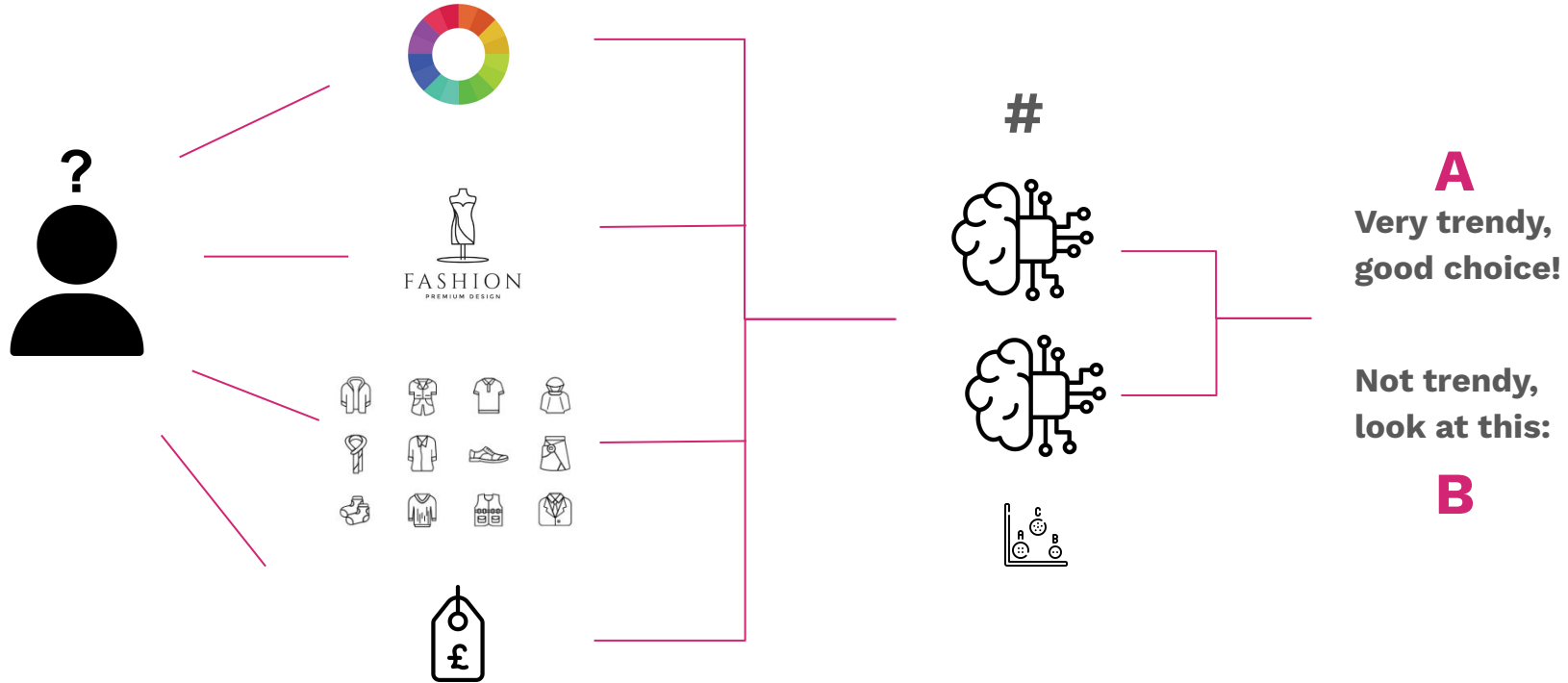
#asoscurvedress

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How it works



How it works



Demo



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- 06 **Conclusions and further work**

Conclusions and further work

Highlights

ASOS

ADD all:

Brands
Colours + prints Types
of products

ASOS

Work on:

Men's fashion

Other companies

Re-configure parameters:

Brand
Type of product Colour

Different target

Check trend platform:

Google trends, TIKTOK;
Facebook, twitter...

The background of the slide is a close-up, high-contrast image of black leather. The leather has a pebbled texture and is draped, creating deep, dark creases and highlights that catch the light, giving it a three-dimensional appearance.

Thank you!

Any questions?