**National Conference on Management Practices and Research**

**Theme**

**Culture, Design and Business in Emerging Markets**

**Organized**

**By**

**Gujarat Commerce College**

**Paper to be presented**

**on**

**Fashion Bloggers- An Emerging Trend in Fashion Industry**

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**On**

**14th February 2015**

**Abstract**

Fashion Bloggers- An emerging trend in Fashion Industry

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Despite the fact there is plenty of academic material, concerning with the use of social media and blogs in business, very little research has been done in the area of fashion blogosphere in sense of exploration of the character of most popular blogs and their potential use in fashion marketing and brand management. This paper traces the making of such fashion blogs and gives a brief idea about the people who manages such informative articles on internet i.e. bloggers. There are many bloggers worldwide coming up to share their reviews about a particular brand or about the changing fashion alternatives. This article has laid emphasis on affiliate marketing with its procedure and the earning procedure of bloggers through affiliate marketing which ultimately gives positive returns to bloggers and the affiliate brands. In this it has also being tried to cover certain number of famous bloggers and their affiliated brands and the criticism being given to the blogging industry.

Fashion Bloggers- An emerging trend in Fashion Industry

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1. **Introduction to Fashion Blogger**

The present market is consumer oriented rather than manufacturer oriented. The question arises is why present market is consumer oriented? because the degree of awareness of consumers and globalization have influenced significantly. Thus to sustain in the market or to expand the market various alternatives are used by the manufacturer or suppliers of the goods and services. These alternatives mean sales promotion activities which are done either directly or indirectly. One of the means by which these promotion activities are done is blogging. Roots of blogging mean to give the opinion about certain product or to analyze and experience the changes related to product or service. Blogging is growing widely and one of the fields which has truly adapted it is Fashion Industry.

**Fashion**

Fashion is always changing, slightly elusive and very attractive. It has the power to transform an image by making a social statement.

It is defined as, **“**The prevailing style or custom, as in dress or behavior: *out of fashion.*“ It is an art form by which people try to express themselves as an extension of their personality.

**Blog**

A website containing a writer's or group of writers' own experiences,observations, opinions, etc., and often having images and links to other websites. It allows users to reflect, share opinions and discuss various topics in the form of an online journal while readers may comment on posts. It is updated at regular intervals and is generally written in informal or conversational style.

Writer or groups of people who write such blogs are known as Bloggers. The blogs can be written on various topics such as technology, food, travel, weddings, fashion etc which are explained in upcoming points.

**Types of Bloggers**

Blogs are simply a focused version of a website that typically has only a single subject. This allows the author to focus in detail on their area of expertise, and draw in readers who are looking for this specific content. Their goal is to entice the readers to stay, start social conversations and interactions. They typically allow comments to be made, and if you can reach a large enough audience, many professional bloggers even make a living from their blogs. As the industry has developed, some common types have formed, and these are the blogs you will see most often:

* Personal: This is the broadest category and includes blogs about personal topics like politics, music, family, travel, health, fashion you name it.
* Business: Professionals ranging from realtors to lawyers and stock brokers are using to share their expertise, and companies have discovered the power of blogs to personally engage with their customers.
* Private: Some people make their blogs private to share photos and information within families, companies, or schools.
* Sports: We’ve got teams, athletes, and fans using blogs to express and share their passion for various sports.
* How-to, tips and reviews: There are lots of blogs that share tips and reviews about cooking, games, music, books, movies, and so on.
* Affiliate marketing blogs: Blogs with the primary purpose of driving traffic to affiliate programs and get-rich-quick schemes. This includes multi-level marketing (MLM) blogs and pyramid schemes. To be clear, people writing their own original book, movie or game reviews and linking them to Amazon, or people linking to their own products.
* Niche Expert Blogs: Niche experts focus on a huge range of different topics, from fashion and celebrity columns, to tech news and the latest gadgets. There are also much on fitness, dieting, and basically whatever subject you can possibly imagine. .

**Fashion Blogger**

Fashion blogs are the blogs that cover the fashion industry, clothing and personal style statement. It covers many things such as clothing, accessories, celebrity fashion choices, street style trends, personal style and many more.

**Features of Fashion Bloggers**

* Clean, strong writing and grasp of language: whether someone likes it or not, writing is the core of blogging. Without the ability to write clearly, readers may become lost and will not be able to understand. It actually distracts the people who are reading your blog.
* Vision: a fashion blogger not only has their own vision and ideas to share to the world but they also have a vision in to the future. They know the ways to relay the information as new and fresh.
* Make it Pertinent: No matter how well written, or how informative the blog post, [without relevant content](http://blogs.imediaconnection.com/blog/2012/01/24/why-relevance-rules-digital-marketing/) it is wasted breath. Relevance should be the number one priority when writing a blog post. Know the audience and gauge what will not only be appropriate, but pertinent. Find important information that’s missing, and share your unique perspective.
* Professional attitude: blogger always considers his blog as it’s like his business, even if there isn’t much financial gain from it.
* Good communication: The first rule for good communication is to respond. Keep up with your emails and comments posted on your pages. Your readers are the lifeblood of your blog; build relationships with them and they will come back and bring their friends
* Confidence: In the world of fashion, confidence is crucial. It is a world that nurtures criticism. Not everyone will agree with your opinion or your tastes. Readers will leave nasty comments about your hair, your shoes and your dog. It does not matter how thin or beautiful you are, and it does not matter if your shoes if you don’t project confidence. If you are confident, not only will your style shine, people will follow you. If you don’t have a lot of confidence yet, you have to fake it until you make it.

1. **Research Methodology**

**Objectives**

* To know different types of bloggers and services provided by them.
* To examine contribution of fashion bloggers in fashion industry.
* To study and understand affiliate marketing done by bloggers with different brands.
* To study the earning pattern of Fashion bloggers.

**Significance of study**

To know the contribution of bloggers in Fashion Industry

**Scope**

The scope of study is confined to bloggers of fashion industry.

**Data collection**

Only secondary data is used for study.

**Sample size**

Only 9 fashion bloggers are being studied. Out of them 7 are of national category and 2 are international bloggers.

**Limitations of study**

* Only one category of bloggers is considered for study.
* Only selected number of bloggers of fashion industry is studied.

1. **Data and Data Analysis**

**Fashion bloggers- inspiration**

Fashion bloggers are fast becoming an influential force within the fashion industry, which has been facilitated by the growth of new media. Fashion blogs are more likely to be influential at the collective level rather than at the individual level as purchase behaviour and trend adoption was not the result of reading one blog but several blogs. Lastly, fashion blogs were often used for social comparison purposes when managing one’s self-concept. By reading a variety of blogs, the blog reader can avoid adopting a trend that may be associated with an undesirable group.

Inspiration for the bloggers varied. The most common sources of inspiration come from

* Fashion news and trends
* Bloggers’ personal experiences
* Personal style
* Street style
* Entertainment and pop culture
* Budget and finance
* Websites and blogs
* Magazines, nature, music
* Content post to social networking sites such as Pinterest and Polyvore
* Travel, Dreams

**Financial Returns of Fashion Bloggers**

Fashion Blogs were initially came into existence with the thought of as online diarists and hobbyist about fashion, which are now serious lucrative and emerging businesses. With huge readership and followers these bloggers also tend to become celebrated celebrities in their own right, by publishing books, starring in ads, collaborating on collections, affiliate sales, brand collaborations, their own collections, and appearance fees and even hosting shows. With this they travel the world on other people's dimes, get unbelievable designer swag for free, constantly have people lavish them with gifts, and generally get enough free publicity. But according to a report from today's WWD, that's not all they get: The most successful bloggers have incomes that soar into the million-dollar range annually. Some bloggers make more than $1 million *a year*.

Fashion bloggers are fast becoming regulars in the front row of fashion shows; a sign that fashion designers are beginning to acknowledge the power that these bloggers wield. Likewise, companies have also been quick to offer free products to bloggers in the hope that they will share their brand experiences with their readers. However, very little research has looked at the impact that personal fashion bloggers have on their readers. The purpose of this exploratory study is to gain a greater understanding of how fashion bloggers influence the attitudes and behaviours of their readers, which in turn may lead to the adoption of fashion trends.

There are various prospects for earning to fashion bloggers, but once they start playing with large numbers, they initially undergo various activities for 2 reasons – Increase the no of followers for their blog & Earn out of their writing practices of blogging.

1. Signing Up For Ad Networks

One can sign up for an advertising network company, let this ad company display advertisements on blogger website and writer/ bloggers can earn on the basis of click or views.

2. Getting A Sponsor

Getting a sponsor may not be too hard nowadays. With so many brands and manufacturers, one can find the right sponsor for fashion blog. This could be done through approaching fashion brand & offer the services for writing a blog for them, plus create web link for same.

3. Looking For Local Stores

Bloggers living in a remote and far-flung area, local stores and outlets in local community could be identified & approached. Looking on their products, write about them, promote it, and refer people to your local store.

4. Join Affiliate Programs

Affiliate programs can help earn some commission off fashion/beauty products they recommend to their readers. For example, writing a review about favourite product and adding affiliate link into post. When readers purchase the product through "affiliate link", blogger will receive a commission per sale.

5. Selling Stuff

Bloggers use their blog site as a platform to promote products. If they have clothing and accessories for sale, they can blog about them and promote the products at the end of your blog. They can choose as well to devote one blog solely for one product. Since it is own blog site.

6. Being A Consultant

Inevitably, when creating quality, credible, and authoritative blogs for many years, it is only a matter of time before someone notice writing prowess. People, their readers or brands can call them over to speak for them or to consult them with bloggers advice since they have developed the skill and many followers take them serious enough to believe what they say.

7. Write A Review

Getting a hold of one of popular products can entitle you to write a review. The review of the blogger has to be honest enough so that readers believe in it. The brands can then send over free products to write reviews in exchange of it.

8. Write for Brands

When bloggers already have a reputable website, a brand may take notice of it. They can hire them to write a column or article which can either be posted directly on their website or in other websites to serve as a back link.

**Affiliate marketing**

The main reason bloggers'--particularly personal style bloggers'--incomes have sky-rocketed is the development and growth of affiliate link programs. Affiliate links, allow bloggers to make a commission off the products they recommend or feature. Here's how it works: When someone click on an affiliate link (which, for the most part, looks just like a normal product link), the program drops a cookie on computer. If someone purchases anything from that site--even if it's not the same product that the blogger was originally featuring--the referrer (the blogger) will make money off of it. And thanks to affiliate link companies, which have partnered with nearly every major retailer (Shop Bop, Nordstrom, Barneys etc), bloggers can find pretty much any product they could possibly want to feature on the program. The idea is that they'd be featuring the products anyway; now they're just making money off of it. Unsurprisingly, for personal style bloggers who recommend up to 30 products a day, affiliate links can bring in serious money.

And for those who continue to rise, more riches await. On top of robust rewards from affiliate link programs and lucrative brand partnerships, Flaherty thinks the next level of blogging will be that "bloggers are going to evolve into their own full-scale brand, whether that means products on the shelves, or a television series, or books." These won't be design collaborations or partnerships--these will be licensing deals in the style of celebrity clothing lines. And it's already kind of happening.

**Fashion Bloggers & their affiliation with Brands**

|  |  |
| --- | --- |
| Name of Bloggers | Affiliated Brands |
| [www.whatwearhow.in](http://www.whatwearhow.in) – Urmi Daga & Hemal Ved. | Accessorize, Aldo, FCUK, Only, Blueprint collection, Chimp, Hidesign, Kiosha, Max etc. |
| [www.giasaysthat.com](http://www.giasaysthat.com) – Gia Kashyap | Veramoda, Biba, Indianroots.in, Forever 21, Tanishq, Adidas, Limeroad, Jaipur Gems etc. |
| [www.blahandmore.com](http://www.blahandmore.com) – Rashi Gaur | India circus, Kazo, Avirate, Peppercloset.com, evolve, Dulce couture, Aroma treasure etc. |
| [www.akanksharedhu.com](http://www.akanksharedhu.com) – Akanksha Redhu | Micheal Kors, Revlon, Koovs, Vogue eyewear, Casio watches, Famella, Faballey, Tanishq etc. |
| [www.iammr.in](http://www.iammr.in) – Hardik Gandhi | Manyavar, Arrow, U S polo assn, Himalaya for men, Digvijay Singh etc |
| [www.dapperlable.com](http://www.dapperlable.com) - | Wills lifestyle, Zara, Forever 21 men, old navy, Ralph Lauren, Abercrombie Fitch etc |
| [www.mrbluewhither.com](http://www.mrbluewhither.com) – Pushpendra Singh | Srotas, Steve Madden, Indian Terrain, American Eagle, zoiro etc |
| [www.mrporter.com](http://www.mrporter.com) - | Alexander Mcqueen, D&G, Gucci, Club Macano, Givenchy etc. |
| [www.garypeppergirl.com](http://www.garypeppergirl.com) – Nicole Warne | Lancome, Marc Jacobs, loreal, Louis Vuitton etc |

These are the names of selected bloggers and the name of brands with which they affiliate. How it works has been explained previously. There is detailed information and working of one of these bloggers has been explained.

WhatWearHow-

Urmi Daga and Hemal Ved have done the inevitable by starting a blog and gave in to that ultimate seduction. Fashion.

But it just doesn't end here. It took them one and half year, as stylists, to work with some of the finest people in the industry; Having assisted for magazines like Filmfare, FHM, People and having shot with celebrities like Sonakshi Sinha, Kunal Roy Kapoor, Shraddha Kapoor, Prateik Babbar, Eesha Koppikhar etc they were now ready to enter the blogging zone.

WWH started off with styling anchors like Karan Singh Grover, Gaurav Kapoor, Ranvijay, Vj Bani, Pravesh Rana, Raghu and Rajiv for Roadies for non-fiction shows on GEC channels namely, UTV, MTV and Channel V. Styling singers and music producers like Amit Trivedi, Clinton, Vishal Dadlani etc for Coke Studio @ MTV.

Shifting on to something that they enjoy doing the most, some more work by WWH is as follows: Birla Sunlife, Parker, Mc Donalds, Ultratech, Kelloggs, Indian Idol, KFC, Alto, Pizza Hut, JK Cement, Lookbook shoot for Pepperfry.com, Photoshoots with photographers like Ram Bherwani, Munna S, Suresh Natrajan, Gaurav Sawn, Taras Taraporvala, Avinash Gowariker etc.

One can completely imagine having their own personal shopper. WWH helps you research the shops for you, based on your style, budget, and lifestyle, understand and learn about your body shape and the styles that would suit you. They make you simplify your everyday dressing by helping you cleanse your wardrobe, add on must-haves and subtract unsuitable items, making space for some new styles. They have collaborated or rather specific affiliated with certain brands as mentioned in above table. One such case of affiliate marketing done by WWH is explained below. They have collaborated with Aldo, brands dealing with shoes and gives the chance to readers to get a pair of shoes from the brand simply just by entering into a contest and following simple steps.

**To enter the ALDO #perfectpair contest, follow steps below:**

1. Go to your nearest ALDO store, wear and click your #perfectpair that you want to own & upload it on Aldo India page & tell us why is it your #perfectpair

OR

Pick your #perfectpair from [www.majorbrands.in](http://www.majorbrands.in/) (Aldo), upload your pick on Aldo India Page (<https://www.facebook.com/AldoShoesIndia>) and tell us why it is your #perfectpair

2. Tag us ([WhatWearHow](https://www.facebook.com/pages/What-Wear-How/423275547713739?ref=hl)) on your uploads and Hash tag #perfectpair & #whatwearhowforaldo

3. Subscribe to our YouTube channel ([WhatWearHow on youtube](https://www.youtube.com/user/WhatWearHow/feed))

4. Share our Aldo #perfectpair video on your Facebook timelines

\* One lucky winner will win his/her pick from Aldo \*\* Winners to be announced on Monday Morning.

This is one of the examples as to how affiliate marketing is done by blogs which is beneficial to both the bloggers and the brands.

**Criticism of Fashion Bloggers**

The emergence of fashion blogs in the early 2000s was surrounded both by enthusiasm, due to blog capacity of transferring media power to ordinary fashion consumers, and a choir of criticism because of the eruption of non-professional players in the fashion communication field. One of the more intensely debated topics is the relationship between journalism and blogging, an issue that involves both the evolution of traditional media and the degree of blogger autonomy.

It is not surprising, therefore, that the field of fashion communication is scarred by a problematic relationship between fashion bloggers and journalists that goes beyond the expected fight between newcomers and well-established professionals.

The representation of blogs as tools of citizen journalism is a topic largely debated both by the media and academic literature. Two main points of view can be found. On the one side, bloggers are described as protagonists of alternative practices of journalism within a context characterised by the rising power of the audience (instead of the control by traditional information gatekeepers).

On the other, it was noted that the extension of the journalism practice through blogging does not imply any parity between bloggers and journalists. The differences between the two include, just to list the most relevant: the bloggers’ limited amount of resources, their lack of professional skills (think of the absence of fact-checking in many posts), and above all, their individual activity against the collective work of magazine, where the work is divided between editorial staff and a publishing department in charge of managerial, advertising, and financial tasks. Even if blogs structurally are neither newspapers nor magazines, a blurring line between bloggers and journalists is perceived and both sides feel the urgency to discuss it.

1. **Conclusion**

Social networking is increasing at great speed. In today’s world each and every activity is being noticed due to the wide spread of information through social networking. Internet and online medium of information exchange are the roots of blogging. Blogging works only through informative Medias and its growing due to being easily accessible. Fashion industry has adopted blogging prior to another any working field in the society and it had received positive response from the society as well. As mentioned in the paper its emerging field from all prospects by having certain qualities, some affiliations and the bloggers can earn huge in the race. Thus it’s being considered as a great career option on a serious note.

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