Fashion Careers

Social Media Influencer

A social media influencer is someone who has a large following on a social media outlet. They are called an influencer because they can have a lot of pull over what people. Buy and the things they wear. Because their followers want to be like them. Social media marketing has become a huge thing thanks to these social media influencers. Businesses will send influencers different products for free in exchange for them to post and promote their products. Sometimes they will even get paid for these promotions depending on the brand or how many followers the influencer has. A social media influencer can typically make any were from $30,000 to $100,000 a year.

To be a social media influencer you need a significant number of followers on social media app. Instagram is typically the most common app. Most people will say that if you have around or over 10,000 followers you can be considered an influencer. The most popular influencer considered to be Kylie Jenner she currently has 319 million followers on Instagram. Kylie has been able to grow her following so much that she has been able to make a billion dollar make up brand and she only does marketing and advertising on her social medias. Being an influencer sounds like an interesting career but not something that I am super interested in for myself.

Fashion Careers

Fashion Designer

A fashion designer is the designer of clothing. They design the prints and the shapes of the piece that they are designing. The highest paid fashion designers make anywhere from $6,000 a month to $74,000 a year.

Being a fashion designer can look like quite a few career paths. Fashion designers can start their own brands, or they can work for different companies as well. One of my favorites fashion designers is Alessandro Michele. He is the creative director of Gucci. That means that he runs all designs and the way that Gucci goes creatively.

Becoming a fashion designer can look like many ways to get there. Some people go to school and get a degree. Like a bachelors in apparel entrepreneurship at BYU-I. Some might go to more high-class fashion schools like Polimoda, Parsons the new school, or London College of fashion. Some people might not go to school at all and just start designing on their own. Although it can be hard sometimes to get a job without a degree. Some people might own their own small businesses while others will work for major brands like Dior or Gucci.