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**Are today’s fashion designers mining TikTok for trends?**

How fashion reaches the public is typically thought of as a haute couture trickle-down effect: runway designers forge the way, and the public follows. However, social media has transformed the way that youths not only interact with each other, but style clothing and adorn themselves. What’s trendy to wear is now not necessarily dictated by the spring collection of Jacquemus, but more so the youths that reject the world of high fashion. Youths lead what they believe to be the style du jour on TikTok and Instagram. Can we measure which brands are mining data on TikTok to see what’s trendy, and inadvertently co-create their high-fashion with the youths that set the bar?

Hope to find?

* Yes they are, and it’s a process of cocreation

Where to find the data set?

* Work backwards. Start with data from the collections of the designers, and compare them to the trends found in TikTok.

Questions

* Which companies most represent the high fashion world?
* Which TikTok creators most accurately represent the “trend setters”?
* Do these companies credit the creators they are influenced by?

**Are fashion companies adopting more sustainable policies after COP26?**

Glasgow’s supranational climate summit COP26 has become a marker in time to delineate what big players in the world are taking action to stall the effects of the climate crisis. It’s widely known that the fashion industry is one the biggest polluters in the world, and some of the companies that represent these industries were present at this initiative. Six months onward from COP26, can we track if these companies have made any process in becoming more eco-friendly?

Hope to find?

* No, they haven’t. If they are, only slightly more eco-friendly.

Where to find the data set?

* EPA to track emissions of fashion companies

Questions

* What companies were present?
* What are the markers – liquid waste/chemicals, landfills?
* Keep this confined to companies that only manufacture in the US? Easier to track than if the company outsources to other countries.