**The Ingredients of Fashion Instagrammers**

Emerging from their modest beginnings on weblogs and anonymous online forums, fashion bloggers have experienced a meteoric rise. The prestigious runaways and exclusive designer events, before restricted for the exceedingly privileged, are now flooded by electronic glow of phones and tablets. Tracing this peculiar and unlikely ascent, and understanding their success, means looking closely at the history of fashion blogging and *why* Instagram emerged as the ideal tool to reshuffle the industry.

The decidedly unglamorous origins of Fashion Instagrammers can be found in the early blogging communities and online forums, where a technological inclined subculture began cultivating a fashionable Internet alcove. Characterized by their aggressively opinionated and crude commentary, blogs like *Fashion Fags* cultivated dialogues outside the boundaries of traditional publishing, becoming “a platform for erudite, acid-tongued fashion fans to school each other on modeling’s fresh new faces, advertising campaigns and histories of the biggest brands.” This feeling of still carries on with Instagram bloggers as they

Unsurprisingly, Instagram’s value is primarily, which can be traced but to the introduction of Flickr in 2004. This large image repository allowed bloggers to create more engaging and aesthetic content, and increasingly related on photographs to complement their writing. As a photographic platform, Instagram flips this hierarchy, with bloggers primarily expressing their curated identities through ‘selfies’ and outfits posts.

Following this development, the beginning of Twitter in 2006 further enabled fashion bloggers, establishing the networking potentials of #hastags and tagging, which offers bloggers the invaluable asset to connect their work within an entire network with other similarly inclined contributors.

And lastly, another important ingredient simmering behind-the-scenes is the rise of social media. This development normalized social sharing, and established strong cultural associations of authenticity and openness around social media use. This is particularly relevant for bloggers content that comments on the latest trends, provides insider news and exclusive behind-the-scenes access to readers or followers.