**(1) How Digital Media has Changed the Landscape of Fashion Week**

In our investigation on fashion, we looked at three key concepts:

- How Instagram, and the politics of the platform, engage with fashion industry.

- How the immediacy and ubiquitous access across the globe changes how fashion media is consumed

- How Instagram has been monetized, its consequences on fashion

**(2) Fashion as Turmoil**

The fashion industry, computing and technology, is defined through a constant and continual *state of change*. And it is an essential aspect of the industry.

**(3) Blogging**

So, when we look at the rise of digital media, blogging has developed as a really interesting development and shifted the hierarchies of the publishing industry.

One of the major ideas coming out of blogging that you hear a lot is the notion the blogging democratizing fashion and makes runaway trends more relatable to a larger audience. **Re-working vintage pieces** and **emulating runway trends** on a budget for a change. Women style bloggers write about shopping on **eBay**, **mixing H&M with pricier designers** and demonstrate how to take fashion risks. They are the everywoman’s style icons.

**(Quote)**

**(4) Influential Fashion Bloggers**

Instagram, as a platform, also offers a palpable sense of intimacy and authenticity you can’t really replicate through a magazine ad. And in this time of information overload, that sort familiarity resonates users.

**(5) Vogue and Criticisms of Fashion Bloggers**

HOWEVER, the traditional fashion publishing industry has been extremely critical of this phenomena. In particular, they object to the underlying commercialization and sort of ‘clickbait’ politics that governs almost anything on the web.

These criticisms came out of a really publicized discussion between Vogue editors, and received some fierce opposition from bloggers, who pointed to how the magazine industry is similarly governed by commercial interests.

**(6) Democratizing?**

While blogging does present new perspectives, and amplifies voices that would be otherwise ignored by traditional publishing, it becomes really problematic when you call this development ‘*democratic*.’

Because ultimately, the most important factor in contemporary fashion appears to be the same as in any other business: making money.

So the recent phenomena of fashion TV shows/documentaries, popular designer collaborations and blogging have made the mass consumption of fashion more available, the industry is still governed by strong commercial interests.

**(Quotes)**

**(7) Looking at Fashion Weeks**

Now Claudia will talk about will how the experience of Fashion Weeks have changed.