

A fashion show runway scene with models walking. The background is dark with numerous green, glowing, wavy lines that resemble digital data or fiber optic paths. The text is overlaid on this scene.

23E58050 CONSUMER BEHAVIOR, RETAIL EXPERIENCE AND FASHION

**FASHION AND DIGITAL
CONSUMER CULTURE**

What is digital consumer culture?

The Digital Consumer: Enchantment in the Marketplace

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ROBERT V. KOZINETS*

Article

**Enchantment and perpetual
desire: Theorizing disenchanted
enchantment and technology
adoption**

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Marketing Theory
1–27

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UNIQUE ELEMENTS OF DIGITAL CONSUMPTION

- Miscellaneity: Serendipity and Prosthetic Memory
- Reality and virtuality boundaries
- Speed: Instant gratification and contagion
- Free stuff!
- Control
- Play and absorption

From Fashion Cycle to Fashion Feed

Forget the traditional fashion cycle. Some brands and retailers are striving to deliver a near-constant feed of 'buy now, wear now' products.



Dresses from Barneys | Source: Barneys

IMPACT 02/07/2019 05:45 am ET | Updated Feb 07, 2019

How Instagram Influencers Fuel Our Destructive Addiction To Fast Fashion

The fashion industry is a big climate culprit, but social media continues to encourage our unsustainable consumption of disposable clothing.



By Lucy Siegle



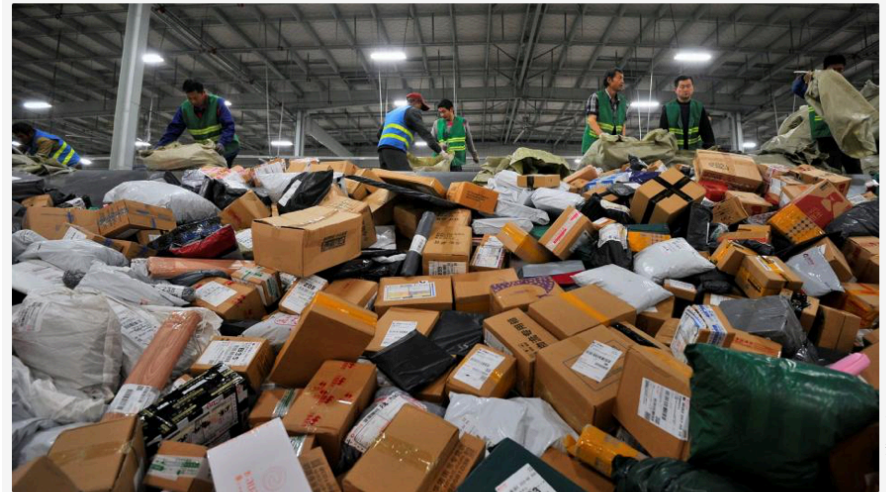
JOHNNYGREIG VIA GETTY IMAGES

Social media is helping fuel consumerism on an unprecedented scale, especially when it comes to fast fashion, as brands and influencers look to sell us more and more products.

#OOTD

Shoppers are buying clothes just for the Instagram pic, and then returning them

By Hanna Kozłowska · August 13, 2018



REUTERS/STRINGER

Returns=lots of packages.

Refashioning a Field? Connected Consumers and Institutional Dynamics in Markets

PIERRE-YANN DOLBEC
EILEEN FISCHER

We investigate the participation of engaged consumers in the fashion market through the lens of institutional theory. We develop theoretical insights on the unintended market-level changes that ensue when consumers who are avidly interested in a field connect to share ideas with one another. We find that consumers take on some of the institutional work previously done primarily by paid actors and introduce new forms of institutional work supportive of the field. We show that engaged consumers can precipitate the formation of new categories of actors in the field and the contestation of boundaries between established and emergent actor categories. Further, we propose that new consumer-focused institutional logics gain momentum, even while consumers support and promote preexisting logics through their practices. We compare cases where discontented market actors have brought about market changes with our investigation of one where contented consumers unintentionally precipitated market-level dynamics, and we show that the accumulation of consumers' micro-level practices can have pervasive and profound impacts.

Fashion stylists traditionally “curated” looks that would be disseminated within the fashion field by selecting clothing and accessories worn in fashion shoots. Fashion photographers created the images that were disseminated, for example, through the labor involved in creating or selecting the sets where shoots occurred, arranging lighting, choosing lens, selecting images, and photoshopping selected images to create the final product. And fashion editors have supervised the process of creating, developing, and presenting content for traditional or online media (Granger 2007).

We support the claim that consumers are now sharing such institutional work first with a visual image that illustrates a consumer who has engaged in both curating a look and creating an image in a manner directly comparable to that typically done by stylists and photographers.

FIGURE 1
A TIMELINE OF THE ONLINE FASHION WORLD

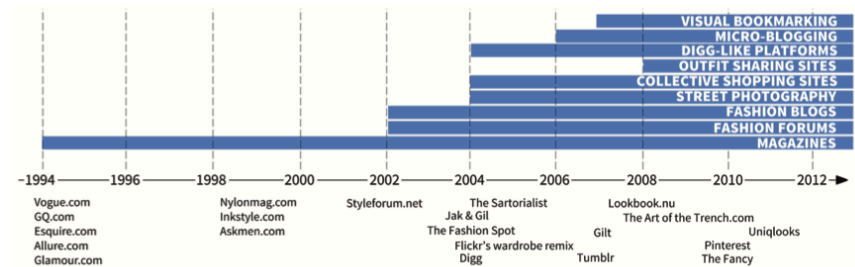


FIGURE 2
A LOOK CURATED BY A CONSUMER ON LOOKBOOK.NU VERSUS A LOOK CURATED BY A PROFESSIONAL



NOTE.—Left, a look curated by a consumer, *lookbook.nu*, September 2012. Right, a look curated by a professional fashion editor, *iD Magazine*, Fall 2012.

QUARTZ

DOWN WITH THE GATEKEEPERS

Neiman Marcus and Vogue blame fashion's woes on bloggers: "You are heralding the death of style"



**LONDON
FASHION
WEEK**
15-19 FEBRUARY 2019

SCHEDULE DESIGNER SHOWROOMS DESIGNERS HIGHLIGHTS NEWS SPONSORS & FUNDERS

BLOGGERS & DIGITAL INFLUENCERS

ACCREDITATION REQUIREMENTS FOR BLOGGERS AND DIGITAL INFLUENCERS

Due to the high volume of applications we receive each season, the British Fashion Council asks that each blogger or influencer provide specific information in order to be considered for accreditation. To apply please provide the following evidence for your primary publishing platform:

Instagram

Fashion-related content with a minimum of 35K followers

YouTube

Average of 50K views per fashion-related video, and a minimum of 80K subscribers

Blog

Over 15,000 Monthly Unique Visitors – please provide clearly dated statistics from the last three months from Google Analytics or a similar source.

INDY/LIFE



LONDON FASHION WEEK 2018: FIVE INFLUENCERS TO FOLLOW

The bloggers you need to know about ahead of this season's proceedings

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Magazines

Vogue editors accused of hypocrisy after declaring war on fashion bloggers

Editors told to get back to their Werther's Originals after criticising 'pathetic' fashion bloggers 'in borrowed clothes'

Alexandra Topping
Thu 29 Sep 2016 09:53 BST

[f](#) [t](#) [e](#) [v](#) 2,667

This article is over 2 years old

▲ fashion blogger Susie Lau at London fashion week this month. Photograph: David M Bennett/Getty

They have ruled the fashion world for generations, but the formidable gatekeepers of Vogue have been branded “jealous, catty and hypocritical” by young fashion bloggers and fans after editors criticised the new breed of social media fashionista.

Four US Vogue editors have been told to “get back to their Werther's Originals”, after complaining about the presence of “pathetic” and “desperate” fashion bloggers at Milan fashion week, the Times reported. The

most viewed

- 'I made a tremendous difference': Trump heaps Thanksgiving praise on himself
- Hillary Clinton: Europe must curb immigration to stop rightwing populists
- Dolce & Gabbana vanishes from Chinese retail sites amid racist ad backlash
- King George V was murdered, not euthanised
- Theresa May faces fresh battles to save her Brexit strategy

Small exercise:

1. Pick a fashion blog or fashion Instagram account.
2. Describe how the style has changed since its beginning.



The Megaphone Effect: Taste and Audience in Fashion Blogging

EDWARD F. MCQUARRIE
JESSICA MILLER
BARBARA J. PHILLIPS

The megaphone effect refers to the fact that the web makes a mass audience potentially available to ordinary consumers. The article focuses on fashion bloggers who acquire an audience by iterated displays of aesthetic discrimination applied to the selection and combination of clothing. The authors offer a theoretical account of bloggers' success in terms of the accumulation of cultural capital via public displays of taste and describe how the exercise of taste produces economic rewards and social capital for these bloggers. The article situates fashion blogging as one instance of a larger phenomenon that includes online reviews and user-generated content and extends to the consumption of food and home decor as well as clothing. In these instances of the megaphone effect, a select few ordinary consumers are able to acquire an audience without the institutional mediation historically required.

Cultural capital

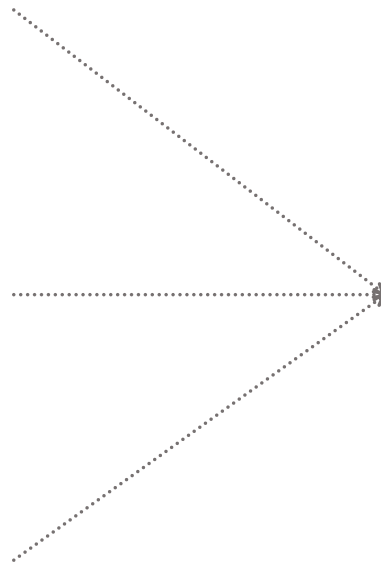
- “What you know”
- Embodied knowledge of what is important in the field
- “This-over-that” tacit intuition

Social capital

- “Who you know”
- Field connections
- Name recognition in field

Economic capital

- “What you own”
- Money, possession of value field artifacts



Symbolic capital

- Particular forms of social/cultural/economic capital can become legitimate markers of prestige, respect, or authority in the field

reminder

1. From **journal** to taste display
2. From **community** to audience
3. From **curating** to modeling
4. From **snapshots** to professional images
5. Practices of misrecognition

Chapter

Full-text available

Dolbec and Maciel (2018) In or Out? How Consumer Performances Lead to the Emergence of New Tastes


May 2018

In book: Taste, Consumption, and Markets · Publisher: Routledge

Project: [Taste & Masculinity](#)

 Andre Maciel ·  Pierre-Yann Dolbec

Citations  0 0 new

Recommendations  1 0 new

Reads  46 3 new

• Full-text reads  16 2 new

Overview

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Comments (2)

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Small exercise:

1. Please identify a style that has recently emerged through fashion blogs and how it has changed!



StyleZeitgeist

Magazine

Forum

Shop



Clothes and other relevant
props that define a style

Objects

The organization of
a taste regime

How to wear the
clothes, in which
geographic or
cultural settings,
in what poses...

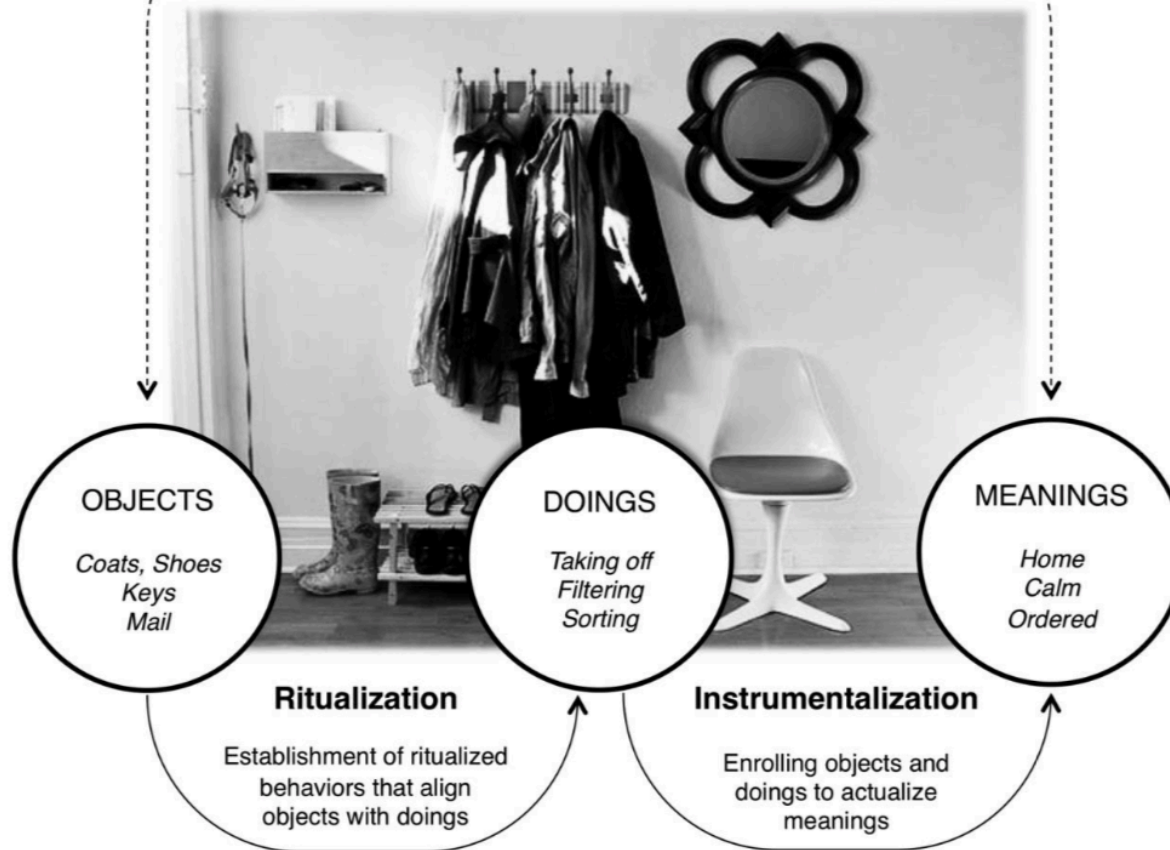
Doing

Meanings

How the clothes
are coded, what
types of emotions
are they supposed
to convey

Problematization

Continuous questioning of alignment of objects and meanings



Taste regime *convergence*

Taste regime *extension*

Taste regime *normalization*

Edward: I particularly like **the scarf and the boots underneath the pants!** I normally don't like it, but the slim shape of the toe just seems to make everything flow nicely, and your legs look crazy long. The sharp lines in the coat are brilliant too!

Tomorrow: **Love the fit of the trousers, goes really well with the devoa**

DoD: Really nice. **Best way to wear grey is lots of it and in variation.**

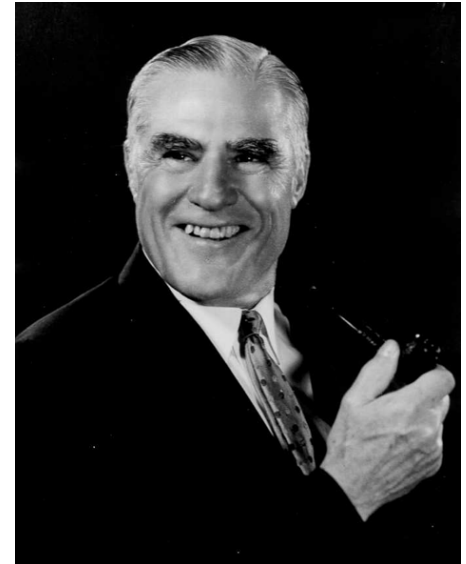
Brooklyn: very nice Chapeautier...you should think twice about **trading or blacking out those gloves...**they really enhance the outfit



BLUMER'S RULES OF FASHION

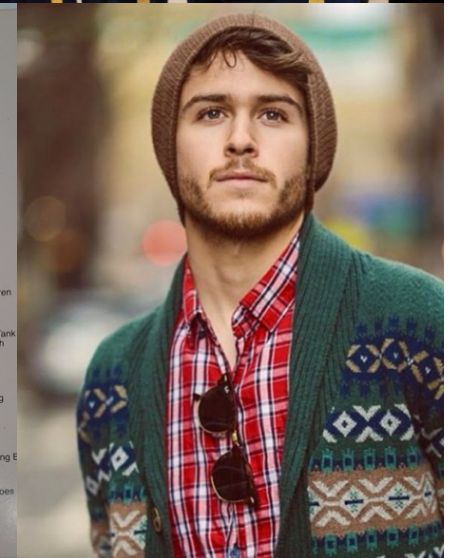
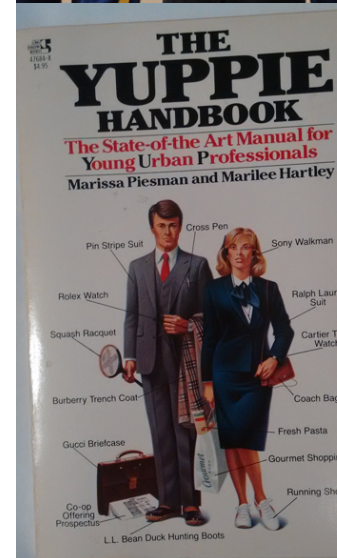
reminder

1. There must be freedom to choose from competing codes
 2. These codes are currently not axiologically or hierarchically determined
 3. Social power structures exist and contest these codes
 4. The codes must be “open” for the idea of “new” from important events, people, or other social changes
- “[Fashion has to be] open to the recurrent presentation of models or proposals of new social forms”



“Based on our findings, we predict that the emphasis of these three micro-processes will change over time, even though they continue to happen concomitantly.

To elaborate on this point, it is useful to introduce **the notion of a settled taste regime**, when a high degree of consensus exists, **and unsettled or emergent**, when a low degree of consensus exists.”



SECRETS TO DRESSING LIKE A BERLINER WHEN YOU'RE NOT ONE

Where urban rebellion meets sharp styling.



✍️ Benjamin Fitzgerald | 🕒 Wednesday 16th January, 2019



Do algorithms influence fashion and how?

Can you describe, say, your Instagram feed—what kind of fashion brands or even influencers are being pushed to you, and why?

“gaming the system” or
”playing the visibility game”?

What are the consequences
for the dispersion of fashion?

Article



**Playing the visibility game:
How digital influencers and
algorithms negotiate
influence on Instagram**

new media & society
1–19

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Kelley Cotter 

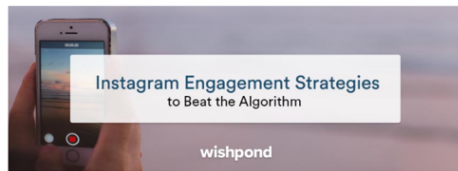
Michigan State University, USA

Abstract

Algorithms are said to affect social realities, often in unseen ways. This article explores conscious, instrumental interactions with algorithms, as a window into the complexities and extent of algorithmic power. Through a thematic analysis of online discussions among Instagram influencers, I observed that influencers’ pursuit of influence resembles a game constructed around “rules” encoded in algorithms. Within the “visibility game,” influencers’ interpretations of Instagram’s algorithmic architecture—and the “game” more broadly—act as a lens through which to view and mechanize the rules of the game. Illustrating this point, this article describes two prominent interpretations, which combine information influencers glean about Instagram’s algorithms with preexisting discourses within influencer communities on authenticity and entrepreneurship. This article shows how directing inquiries toward the visibility game makes present the interdependency between users, algorithms, and platform owners and demonstrates how algorithms structure, but do not unilaterally determine user behavior.

Instagram Engagement Strategies to Beat the Algorithm

Farahnaz Mohammed - October 2, 2019



Noticed your Instagram engagement plummeting recently? Likes not coming as easily as they used to? Comments less frequent?

You're not the only one. Across the board, influencers and social media managers have reported that their accounts have been seeing lackluster metrics, despite no changes in steady strategies.

This might be because of many things. With the discover feed feeling more like advertising space, Instagram experimenting with hiding likes and offering little guidance for companies, the platform has become a guessing game for marketing professionals.

Luckily, there's something that is algorithm-proof: genuine connection with your audience. Here are a few Instagram engagement strategies to get your stats back up and climbing.

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Coming up on B2C Webcasts
NOV 27 Why Podcasting is the Ultimate ABM Strategy

B2C White Papers

This is How the Instagram Algorithm Works in 2019

Lexie Carbone @lexiecarbone June 7, 2019

How does the Instagram algorithm *actually* work?

It's a question that's caused a lot of confusion (and frustration!) for business on Instagram since the controversial move away from a chronological feed.

It seemed the Instagram algorithm was making it harder than ever to reach target audiences, get more followers, and improve engagement on your posts.

But the good news is that once you understand how the Instagram algorithm works, you can use it to build a killer Instagram strategy, and continue to grow your account!

We're demystifying the rumors and covering everything you need to know about the Instagram algorithm in 2019 — it's time to take back control of your Instagram marketing strategy this year!

YOU'RE READING



By Celina Ribeiro 23rd August 2019

We're several weeks into Instagram's new initiative of hiding 'likes' to users in certain countries. How have influencers reacted, and does it do anything good for their mental health?

Fashion Marketing, Period III

- Understanding how marketing strategy works in the context of fashion
- Guest lectures! Harvard cases! Newest of the new theory!



Creativity in Marketing, Period IV

- A deep dive into creativity and using creative techniques to solve the toughest marketing problems
- Taught for the last time at the master's level! (Will move down into a bachelor level course.)



SCHEDULE (2019 edition)

Tuesday 16 April

Course Introduction and Practicalities

Thursday 18 April

Business Models in Fashion

Tuesday 23 April

Branding, Brand Management, and Brand Building

Thursday 25 April

Case: Predicting Customer Tastes with Big Data at Gap

Tuesday 30 April

Company Guest Lecture: Makia—A Retail perspective

Thursday 2 May

Retailing and Supply Chains

Tuesday 7 May

Assignment Presentations: Hálo Influencer Strategies

Tuesday 14 May

Magic in Luxury Fashion Branding

Thursday 16 May

Case: Branding in an Emerging Market: Strategies for Sustaining Market Dominance of the Largest Apparel Brand in India

Tuesday 21 May

Sustainability and the Supply Chain

Thursday 23 May

Case: H&M's Global Supply Chain Management Sustainability: Factories and Fast Fashion

**mandatory attendance*