

The changing fashion of blogging

Many years ago, many wouldn't have recognised the fascination with becoming a fashion blogger; however it has now inspired thousands to use the fast developing world of technology, to upload photographs amalgamating fashionable seasonal trends. To me, blogging has become a world phenomenon, where in modern day society, many fashion bloggers have become stars in their own environment ranging from advertising for campaigns, invitations to catwalks and not to mention their cooperation with top brands which mirror's their ever growing power across the fashion industry. Reading fashion blogs lures in young woman such as myself who are keen to share their opinions and experiences within the fashion industry which correlate to London's sophisticated and vintage culture. For me, blogs have become more than a hobby and blog's celebrate innovation and creativity in a diverse manner of exploding colour, embellishment of trends, fashion picks and urban demonstrations of the city we live and breathe in. There are many up and coming blogs in and around the UK and it are these social media platforms which inspire websites such as TAGMAG to bring to life the products which consumers wish to purchase.

I have always found blogging the most fascinating form of fashion realism, as a platform using digital publications to enable editorial corporations to foresee the products advertised. Each and every blog I have chosen as to what I think are the most artistic and innovative blogs around demonstrate the very essence that TAGMAG has been built upon. This monetising way of publishing images and tagging them for consumer purchase has subsequently influenced many bloggers around the UK to join TAGMAG and display their effortless talents which will be part of a growing online advertising agency for designer and high street consumer products. Blog's such as Dolcy Style Blog, an existing style blog connecting with TAGMAG is one of my favourite blogs around enabling small designers and fashion labels to connect with his fashion and style blog which looks closely at the influence of seasonal trends; ranging from designer creations during fashion week to high street products which replicate the look many women aspire to copy. I often sit down and wonder how fashion bloggers have become so well known and famous, inspiring a new generation to produce a developing blog which is forever changing each day. Many girls inspired from the hit television series *Sex and The City* have taken their initiative to convey timeless blog posts which portray a snapshot of cultural fashion brands. For me, a particular blog which inspires the excitement for fashion, situated within the beating heart of London is Tights and Tealights. Anna who produced the blog, uploads posts which incorporates her surroundings of the bustling streets of London. Anna's blog inspires my interest in vintage and high street fashion, fuelling my knowledge of areas of London which seem secluded in terms of fashionable interest but secretly hold the power to designer bargains. Her blog post which included photograph's featuring Aztec prints was one of my favourite posts which detailed various pieces of chunky, colourful and patterned accessories which reflected the industries introduction of Aztec and tribal patterns. Fashion week and the award season in particular remains a major area of fashion in which Anna has illustrated in her blog. She has taken the most favourable dresses of the Oscars and used them to find similar creations which Jessie J demonstrates as having without the 'price tag'. *Tights and Tealights* having been featured in TAGMAG, is an up and coming blog which displays fashionable trends in an environment of originality and creative design in London. *She Wears Fashion* is also a thrilling and up and coming blog around the UK which has been featured in many magazines as a popular growing media platform in portraying favourable fashionable pieces which are found at low prices. As Kavita Donkersley portrays on her blog she is only 'at the tender age of 19, I am only just beginning'. This assertion makes me wonder where the future of blogging will lead the fashion industry, as though the industry is developing at a vast rate of expansion; blogging seems to be becoming the forefront of fashion. My adoration in following blogs ensures that each one has a unique relationship to others I have read. *Wish Wish Wish*, another blog I can see as becoming a large platform builds on this interpretation as seen by the other blogs of personality and personal musings and opinions which are integral in constructing a platform of imagination. Carrie, who creates her own illustrations, uses them to compliment her photographs which fuel her fabulous interest in fashion in a way that entices those who love fashion as well as photography by capturing the natural and simple surroundings of London as well as the countryside. Lastly, *A Little Bird Told Me*, is an extremely different layout in terms of content, though I adore the way Jen has ensured that her subtitle

is *Fashion for the Skint yet Stylish*. This comprises a large sector of fashion fanatics and though fashion accessories are expensive, her blog demonstrates the advantages of spending that extra penny as well as finding those items you so love but cannot afford, by buying replica's. Her blog is an ongoing development and as a freelancer fashion writer, she understands the complexities of fashion blogging.

All blogs mentioned can be seen as transforming the face of the fashion industry which enables sites such as TAGMAG to help them successfully promote and advertise their editorial platforms. This direct relationship with bloggers and the fashion world ensures a powerful force which connects a large diverse group of consumers and influencers. There are many up and coming fashion blogs in the UK and it is difficult to distinguish between them, however from reading many of their blog's, I have began to develop an extensive understanding into the way social media has become a vital segment of fashion advertising. It is fashion bloggers such as Jane Aldridge, though American, who has set the standard for fashion blogging as her blog site Sea of Shoes, a personal diary collaborated with major designer houses and brands.

Blogging to me remains in itself a realm of pure imagination and knowledgeable access to the world of fashion which may seem difficult to connect to without blogs.