



# How Social Media Changed Fashion

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**Abstract:** Fashion has always been changing but after social media it has changed a lot faster than before. Platforms like Instagram and TikTok made fashion more visible and easy to follow. Earlier only designers and big brands used to decide trends but now anyone can start a trend. This paper is about how social media changed fashion, how people shop and how brands work now. It also talks about both good and bad effects like creativity and also fast fashion problem

## 1. INTRODUCTION

If we see fashion earlier it was slow and more planned. Designers showed collections, then magazines showed them and then people followed. Now it is not like that. Now if someone posts something good it can become trend very fast. Sometimes even random reels create trends. I have also seen this many times like one outfit suddenly everywhere. I feel fashion now is more easy to access but also confusing because trends change very fast. Before you follow one trend, another one comes.

## 2. SOCIAL MEDIA AND TRENDS

### 2.1 Fast Trend Spread

One big change is speed. Earlier trends took time but now it is very quick.

Like someone posts outfit and it goes viral then many people start copying it. This happens in just few days or even hours.

But because of this trends also end fast. Nothing stays for long.

### 2.2 Influencers Role

Influencers are very important now in fashion. Many people follow them for outfit ideas.

They feel more real than celebrities so people trust them more (Abidin, 2016).

But problem is they always show new clothes. This makes people feel like they also need new outfits again and again.

## 3. CHANGE IN PEOPLE BEHAVIOR

### 3.1 Fast Fashion Increase

Because of social media people want new clothes more often.

Even I have seen sometimes people buy clothes just for photos or reels. After that they don't wear it much. This increased fast fashion brands. Clothes are cheaper and come fast but quality is not always good.

### 3.2 Style vs Trend

Social media gives chance to try different styles. People experiment more.

But also many people follow same trends. So even if everyone wants to be different, they end up looking similar.

As Kawamura (2018) says fashion depends on society and now social media is big part of it.

## 4. FASHION INDUSTRY CHANGES

### 4.1 Marketing Change

Brands now focus more on Instagram and online promotions.

They work with influencers and also follow trends online. Sometimes they quickly make similar designs which are trending.

Because of this fashion is faster but sometimes less creative (Okonkwo, 2016).

### 4.2 More Production

Earlier collections were seasonal but now brands keep launching new things.

This keeps people interested but also creates more waste because too many clothes are made.

## 5. SUSTAINABILITY PROBLEM

This is one serious issue.

Fast fashion creates waste and pollution. Clothes are used less and thrown away.

Studies show sustainability depends on how we use clothes also not just how they are made (Rathore et al., 2019).

But social media mostly shows buying more not using more.

At the same time some people promote thrift stores and reuse clothes which is good.

## 6. CULTURAL IMPACT

Social media made fashion more open. People from different cultures can show their style.

Now fashion is not limited to one type of people.

But sometimes people copy styles without understanding meaning which is not right.

## 7. PERSONAL THOUGHT

For me social media is both good and bad.

Good because I get many ideas and see new styles.

But also sometimes it feels too much because trends change very fast and everything starts looking same.

I think it is better to take ideas but not follow everything blindly.

## 8. CONCLUSION

Social media changed fashion a lot. It made it fast, easy and open for everyone.

But it also created problems like fast fashion and waste.

In the end it depends on how we use it. If used properly it can help creativity otherwise it just increases unnecessary trends.

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