Abstract

Social media has become a very important aspect of marketing in the fashion industry, and fashion bloggers are leading this evolution. Fashion bloggers have developed massive followings by creating personal brands portrayed through social media outlets and their personal blogs. These individuals have become massive influencers and opinion leaders within the industry. For my thesis I will study this trend at large. Additionally, an analysis of four prominent fashion bloggers, Sarah Vickers, Julia Engel, Caitlin Covington, and Olivia Rink is provided. Finally, to put everything I learn into practice I completed a creative project consisting of the conception of a fashion blog.

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