You Blogger Believe It: The New Age of Style Media

By Kathy Lau

Rather than critics’ columns, food is documented and rated electronically in the digital age. Check out Yelp, Instagram Locations, and Snapchat for the best eats in town.

If you wandered into a teen girl’s bedroom in the 1990s, chances are you would find stacks of magazines – everything from Seventeen and CosmoGirl to Vogue and Vanity Fair. However, with the rise of social media platforms, the authoritative voice of print media is being phased out for something altogether more fluid: blogging.

Instagram, Snapchat, Facebook, and Twitter, the undeniable kings of media, allowing anyone and everyone to share opinions, discuss issues, and express themselves. Rather than dictating, the people of the fashion world are now learning the importance of listening. Style has become a
much more individualized concept, as trends such as vintage upcycling, streetwear, and athleisure have grown in popularity. We sat down with two industry experts, Mika (@believeinyourselfies) and Nina (@thefringelook) to get their perspective on the future of fashion reporting.

“I started out my blog because I loved to write and express my own sense of style, which I think is a mix of quirky and classy,” Nina explains. “But it’s the interaction, the engagement within a community that really makes blogging exciting. This is a channel that makes style accessible.”

“Nobody dressed like me in high school,” Mika comments, crossing enviably long legs beneath a filmy maxi dress. “And I didn’t have anyone to really get inspiration from, or acknowledge that not everyone dressed in one particular way. Blogging is exciting, it’s diversity.”

“There’s also a ton of jobs generated by this outlet of the industry,” Nina adds, swiping away the ends of her signature blunt bangs.

“Photographers, beauty, marketers, representation agencies… it’s important to remember how many pieces there are in the behind the scenes. Even if you aren’t into clothes, this business is all about creating.”

“It’s so easy to get started too!” Mika is enthusiastic, holding up her phone. “You don’t have to invest in a camera right away. Just start sharing your pics, make your voice heard.”