

# MoodReport : 7

insta/fast fashion  
masstige





BUY : TRENDY



How does the *internet* shape *fashion* in 2020?

Which *fashion trends* did the *digital era* generate?

New mainstream norms

Companies/retailers born out of the internet (social media) or: others converted their brands to fit the new era





## E-commerce

the business of buying and selling goods and services *on the internet*.

## Insta-Branding

refers less to how these brands become popular and more to why they became popular, their nature is *determined by social forces* that govern how people make decisions.

## Fast fashion

inexpensive clothing produced rapidly by *mass-market retailers* in response to *the latest trends*.

## Masstige

mass-produced, relatively inexpensive goods that are *marketed as luxurious or prestigious*.

\*Ogilvy



New mainstream **norms**





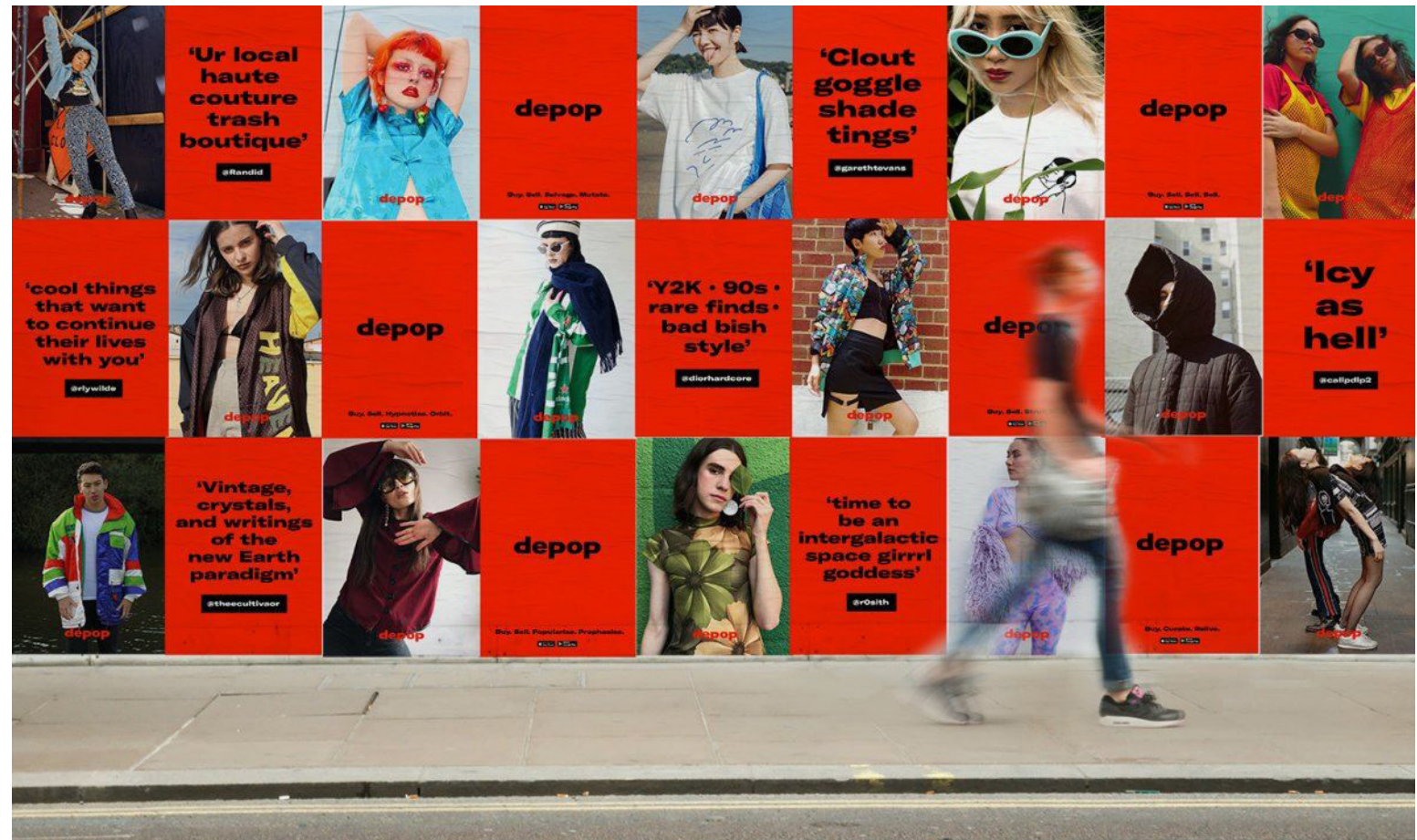
- Niche styles which become mainstream
- Anyone can “create fashion”
- Product focus ig pages go viral
- Media dedicated to fashion consumption
- Rise of ecommerce business as core business





# depop

peer-to-peer social  
shopping app based in  
London, with additional  
offices in Milan and New  
York City.












# Depop Seller

20:30


←


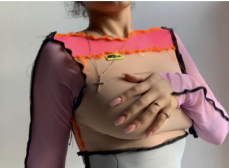

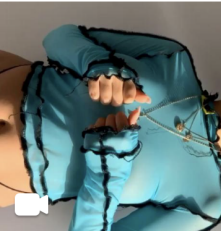
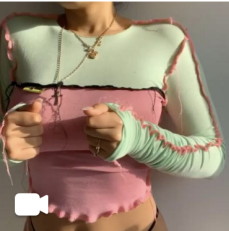
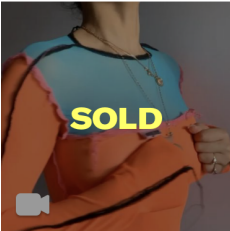

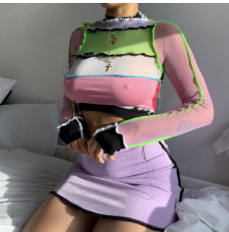
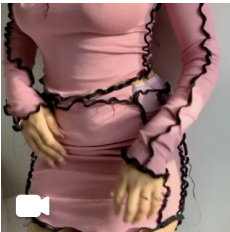
Shop Likes Reviews






 **Mia Joseph**  
@myaemade  
★★★★★ (179)

⚡ ACTIVE TODAY 💎 780 SOLD

INSTAGRAM @BYMIAJOSEPH | NO RETURNS |  
EVERYTHING 1 OF 1 | CAN ALTER SMALLER FOR  
£15 | INTERNATIONAL SHIPPING | FAQ'S BELOW  
<http://bit.ly/MYAEMADEFAQ>

18k followers 0 following **Follow** 









Ivy Park, Adidas by Beyonce





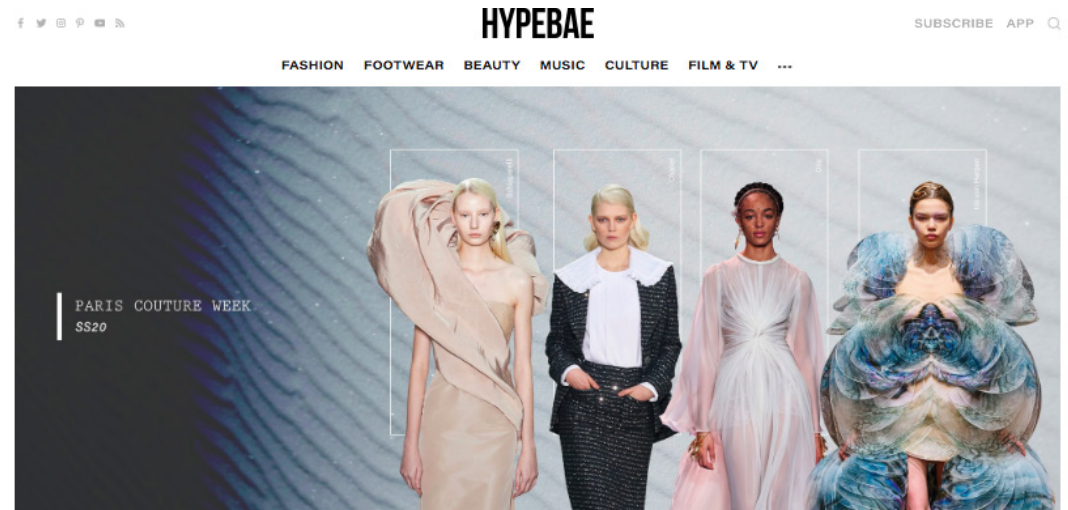


# HYPEBAE

“We are the leading online destination for women’s contemporary fashion and streetwear.

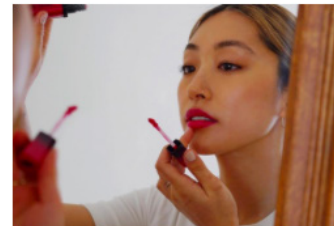
Propelled forward by a culture that pushes boundaries and questions expectations at every turn, HYPEBAE is at the forefront of a modern landscape shaped by strong women.

As an extension of HYPEBEAST, today’s premier online destination for editorially driven commerce and news, HYPEBAE is a women’s editorial division that aims to showcase today’s female leaders within fashion and culture. We are a refined curation of empowering female-centric themes, bolstered by a news section that aims to break today’s top cultural stories.”



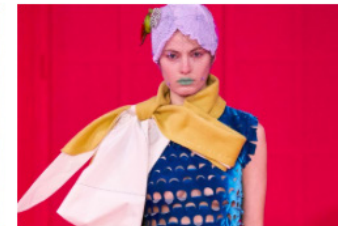
## THE TOP 7 SHOWS AT PARIS COUTURE WEEK SS20

Jaw-dropping collections from Iris van Herpen, Givenchy, Maison Margiela and more.



### BEAUTY

These Are Some of the Best K-Beauty YouTubers to Follow in 2020



### BEAUTY

Our Favorite Makeup and Hair Looks Spotted at Paris Couture Week SS20



### FASHION

Here Are the 7 Best Studios in New York City to Visit for Your Next Piercing



hypebae

Follow

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13,808 posts

1m followers

22 following

### HYPEBAE

Get the latest news in women's fashion, sneakers and more.

Follow @hypebaebeauty for beauty content.

[hypb.st/4ey0](https://hypb.st/4ey0)

Followed by findyourintern, feliciapennant, anokyai + 24 more



Lifestyle ...



Food



Entertain...



Footwear



Style



PCW



Features





# asos

SPRING 2018

SPRING 2018

Push

forward push

forward

**MAISIE WILLIAMS**

THE HERO WE ALL NEED

+ Cole Sprouse, Jorja Smith, J Hus

things

**J HUS**

REWRITING THE SCRIPT

+ Jorja Smith, Maisie Williams, Cole Sprouse

things





Youtube Hauls





Youtube \_Fenty Haul





Nicole McLaughlin







Shapewear by Kim Kardashian





## NIKE FINALLY SELLS PLUS-SIZE SPORTSWEAR FOR WOMEN

Ranging from XL to 3XL.

Nike's foray into [plus-size sportswear](#) was a subtle one — last year the brand began sharing photos of curvier women on their social feeds without drawing any special attention to them. The approach worked, as commenters celebrated the inclusion of women that are breaking the mold of what fitness looks like.

Now Nike has officially released its plus-size sportswear range. Whereas most brands limit their sizing from XS to XL, Nike's [online store](#) offers a full line of tops and bottoms from XL to 3XL, along with sports bras up to 38E — because health and exercise, just like clothing, are not one-size-fits-all.





Patta, resellers







Jivinaia

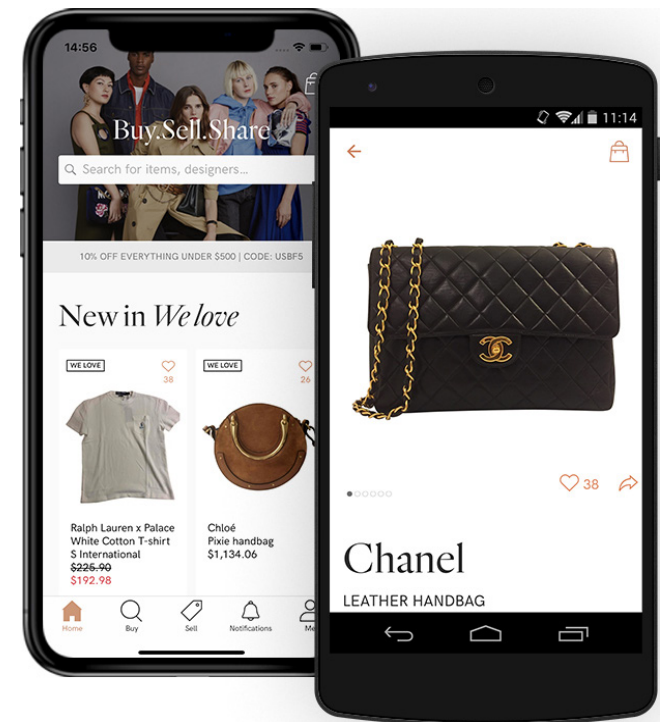




# Vestiaire Collective

# BUY, SELL, SHARE

Vestiaire Collective is the leading online marketplace to buy and sell authenticated pre-owned luxury fashion.





# SAVAGE X FENTY





E-commerce brand

Fashion show distributed by Amazon Prime Video







eaststreetwear\_

Follow



706 posts

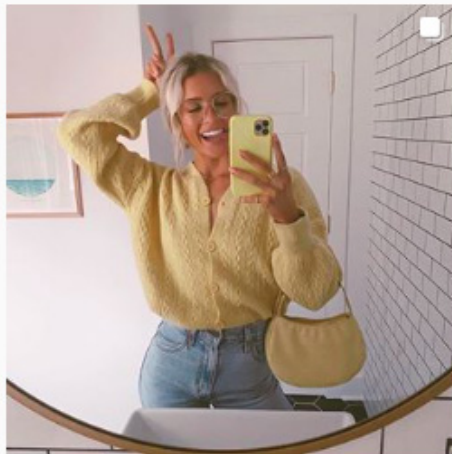
76.3k followers

511 following

**STREETWEAR**   
**STREETWEAR GALLERY**

- BASED IN PARIS 
- FOLLOW AND TAG YOUR OUTFITS
- TURN ON POST NOTIFICATIONS 

#eaststreetwear\_



Accounts dedicated  
to style influence :  
inspiration



- Biblioteca
- Historial
- Ver más tarde
- music : musica
- interviews : entrevist...
- Videos que me gust...

SUSCRIPCIONES

- Popular en YouTube
- Música
- Deportes
- Videojuegos

MÁS DE YOUTUBE

- YouTube Premium
- Películas y programas
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- Directo
- Moda**
- Configuración
- Historial de denunci...
- Ayuda
- Enviar sugerencias

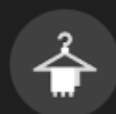


Louis Vuitton • 2 M visualizaciones • Hace 3 meses

# Louis Vuitton Spring-Summer 2020 Show: All-Access with Loï...



CHLOË GRACE MORETZ



**Moda**

1,08 M suscriptores

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Welcome to Your Front Row Seat to Fashion | YouTube.com...


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Introducing YouTube.com/Fashion, the ultimate destination for style content that bridges both our fabulous endemic creator community and the more traditional worlds of fashion and beauty. Each shelf on /Fashion is chock-full of videos from fashion and beauty creators, industry professionals, publishers and luxury fashion brands. We want anyone who is

MÁS INFORMACIÓN

Youtube Fashion





BORN OUT  
OF  
(CONVERTED  
FOR) THE  
**INTERNET**





# The Boohoo Group





NEWS & ANALYSIS

# Boohoo Wants to Beat Zara at Its Own Game

The UK-based company is already among the most successful among a new breed of ultra-fast online brands challenging retailers like Zara and H&M. Its latest acquisition of British brands Karen Millen and Coast signals broader ambitions.



Boohoo.com is a UK-based online fashion retailer, aimed at 16–30 year olds. The business was founded in 2006, and had sales in FY2018 of almost £580m. It specialises in own brand fashion clothing, with over 36,000 products.

Boohoo also owns boohooMAN, PrettyLittleThing, Nasty Gal and MissPap, all targeted at 16–24 year olds. PrettyLittleThing was acquired in December 2016, with the retailer purchasing a 66% stake in the business at a cost of £3.3m, with the existing management team retaining the remaining shares.

During the year up to April 2017, customer browsing from mobile devices accounted for 70% of total sessions, an increase of 4% from the previous year, with downloads of its mobile app across the United Kingdom, United States and Australia totalling around 2.2 million.

from Wikipedia



PRETTYLITTLETHING

x

Ashanti



FASHION**NOVA**



CARDI B COLLECTION x FASHION NOVA





amazon.com

THIS WEEK IN FASHION

## How Amazon Could Upend the Luxury Fashion Sector

The e-commerce giant enters a crowded field of digital luxury players. But to brands, it offers two invaluable assets: an unparalleled logistics capability and 100 million Prime members.

MATCHES  
FASHION.COM

# Amazon Fashion







**YOU WON'T BELIEVE THE FASHION I FOUND**





Over a decade ago, we started a store to sell snowboards online. None of the ecommerce solutions at the time gave us the control we needed to be successful—so we built our own. Today, businesses of all sizes use Shopify, whether they're selling online, in retail stores, or on the go.

From 2016 to 2018, businesses on Shopify contributed \$183 billion in economic activity worldwide. Learn how we're making commerce a force for good.

Shopify has grown from 5 people in a coffee shop to over 4,000 across the globe. With over 1,000,000 businesses powered by Shopify, we care deeply about the work we do. We're constant learners who thrive on change and seek to have an impact in everything we do.

BRANDS POWERED BY SHOPIFY

**GOOD**  
**AMERICAN**



V I C T O R I A  
B E C K H A M

**REBECCA MINKOFF**





H I G H E R

GET STARTED

HIGHER LIBRARY

HIGHER STUDIO

HIGHER STATE

ABOUT



Log in

# HIGHER STUDIO\_VISIONING THE FUTURE

HIGHER LIBRARY\_\_\_\_\_stop buying, start renting

HIGHER STATE\_\_\_\_\_demand climate action

## TO A HIGHER STATE

We declare climate and ecological emergency.  
We must face the truth and act now.

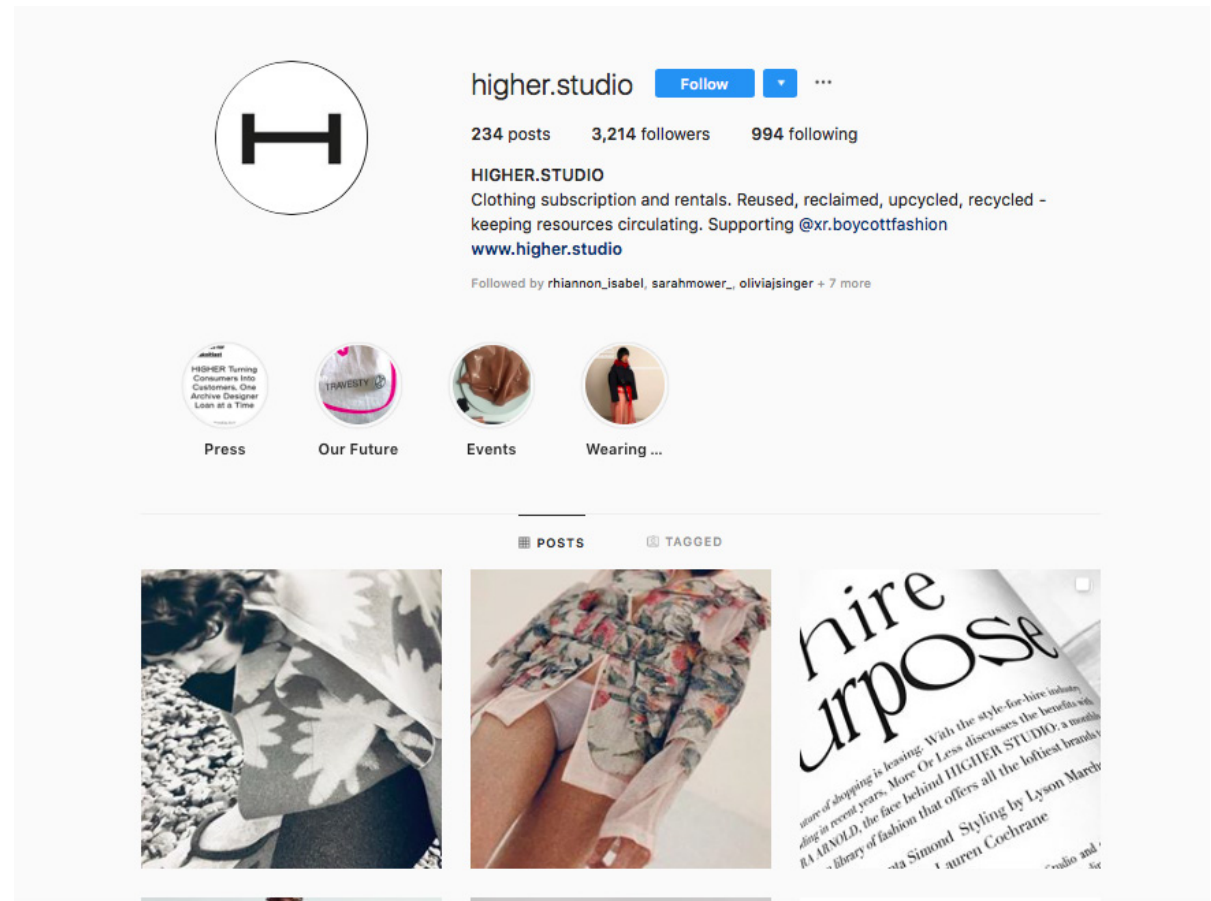
Fashion is a powerful engine for cultural change. As a community of creatives, fashion designers and fashion users, we must use our resources, privilege and influence to save what can still be saved. Higher Studio started out as a clothing rental company but we realise there is so much more that needs to be done and saving the planet must be our priority.

1. We will use the most effective strategy to maintain the wellbeing of life on earth for generations to come - we believe this is to use non-violent direct action and civil disobedience to demand system change and net zero carbon by 2025.





Sara Arnold, Founder Higher Studio





**WEEKDAY** *part of the H&M group\**

ENGAGING - FOLLOWS SOCIAL  
AND FASHION TRENDS

RE-THINK. PRODUCTION

Sustainability goals  
Organic cotton  
Recycled materials  
Plastic Water CO2  
Chemicals Animals  
Innovations Labour  
H&M Group

### #inweekday

Want to show the world how you style your Weekday clothes? Tag your pictures with @weekdayofficial and use the hashtag #inweekday and we'll share your style stories here!

Read our [privacy notice](#) for more info.





A man with short brown hair and a fringe is standing against a light blue background. He is wearing a black denim-style jacket over a dark green turtleneck sweater. A thin silver chain necklace is visible around his neck. His hands are in his pockets, and he is looking off to the side.

WEEKDAY JEANS






# TROUVA

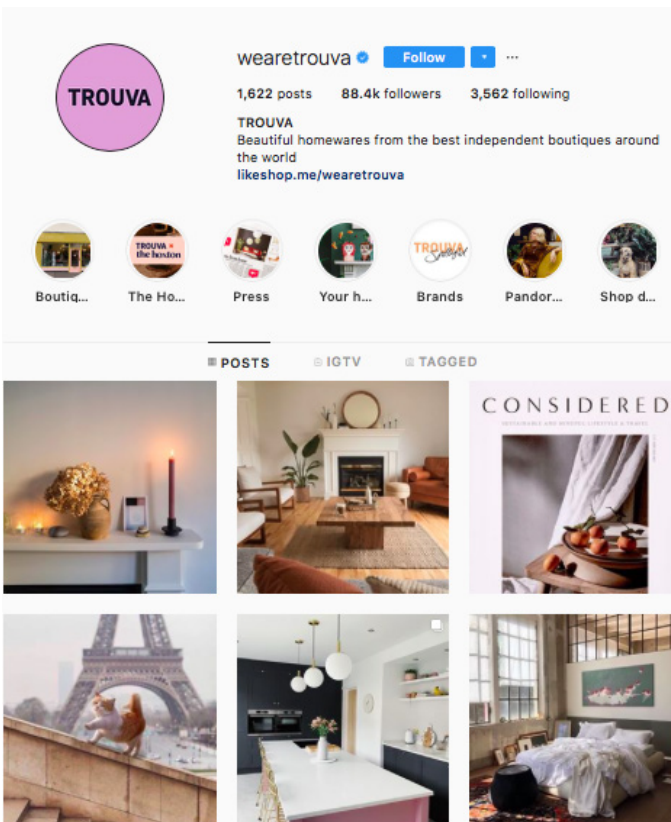
## Trouva, an online marketplace for independent boutiques, raises \$22M

Ingrid Lunden @ingridlunden / 11:27 am GMT • November 27, 2019

 Comment



**Amazon**  helped pioneer and now dominates the online marketplace business model, where a variety of merchants post items for sale on its platform for billions of consumers to discover and buy them. Today, a London startup that's taken that idea but is applying it to a far more curated set of retailers and goods has raised some money to fuel its international growth.





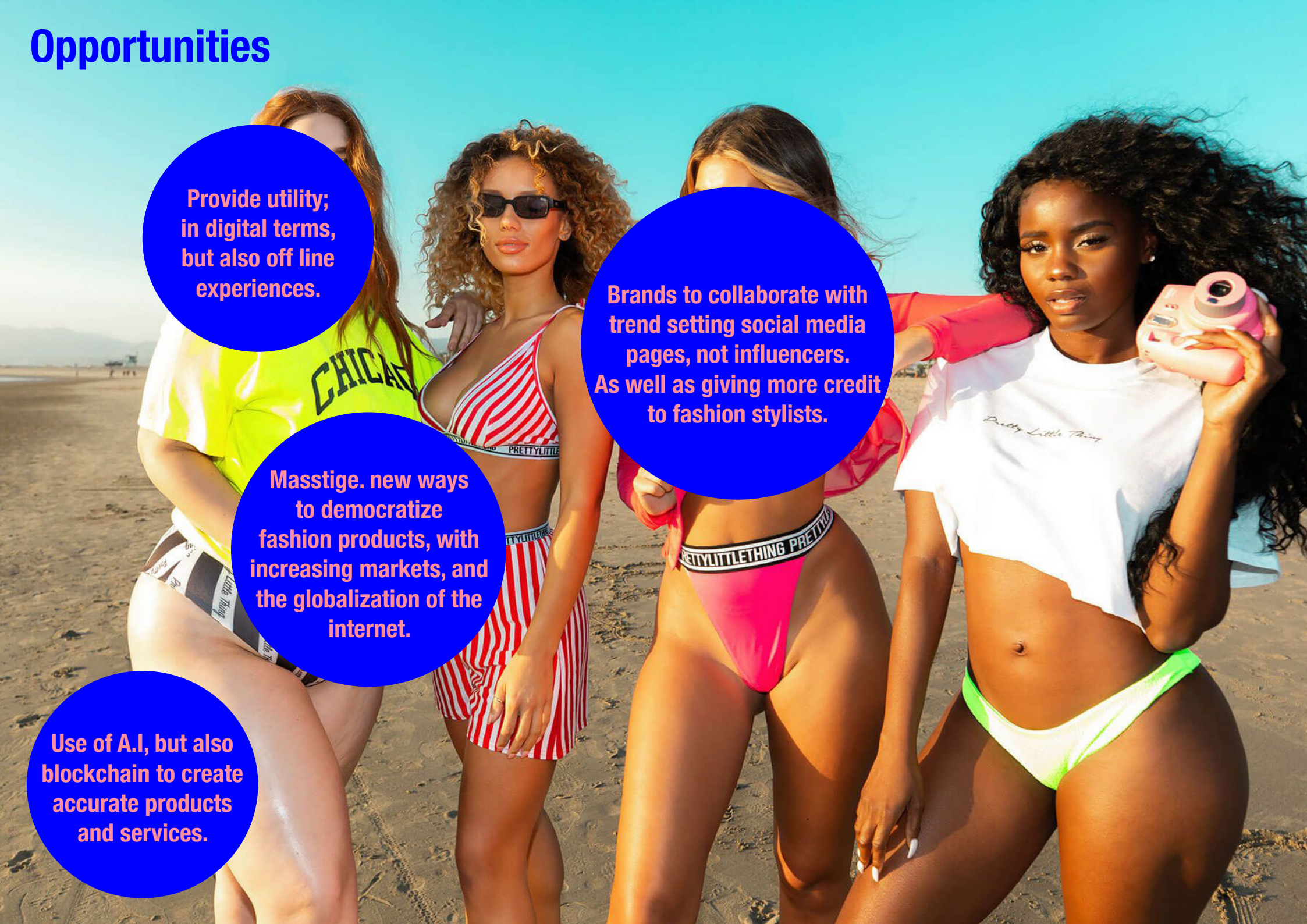
# Opportunities

Provide utility;  
in digital terms,  
but also off line  
experiences.

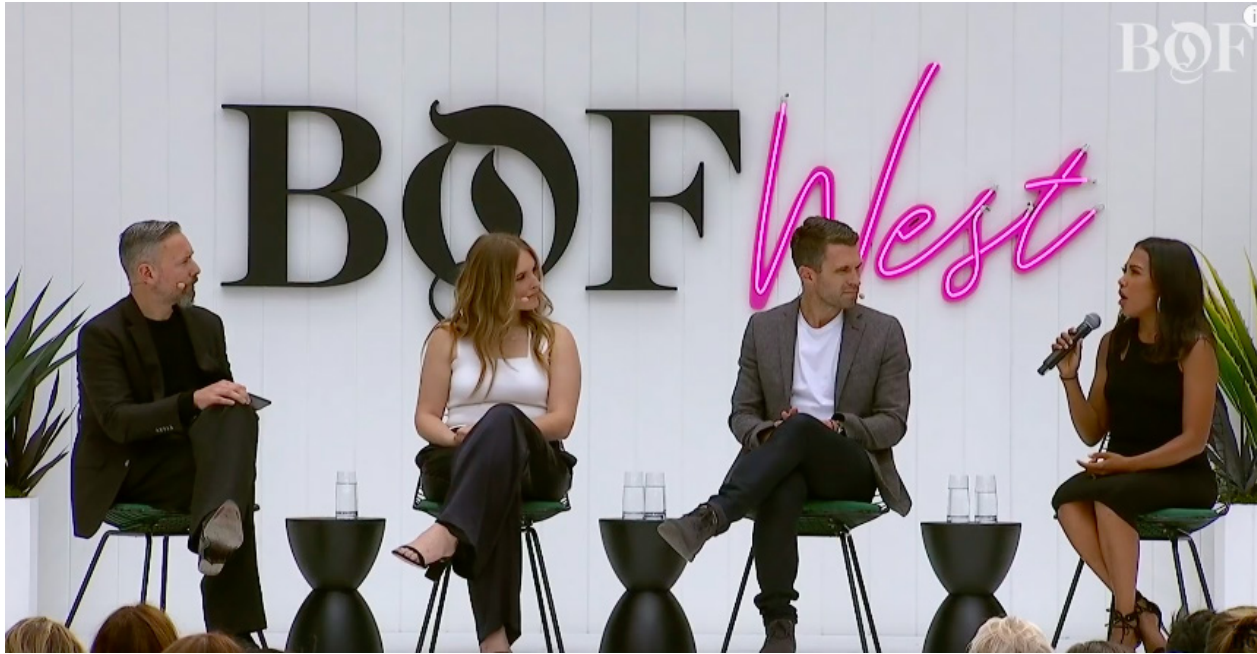
Brands to collaborate with  
trend setting social media  
pages, not influencers.  
As well as giving more credit  
to fashion stylists.

Masstige. new ways  
to democratize  
fashion products, with  
increasing markets, and  
the globalization of the  
internet.

Use of A.I, but also  
blockchain to create  
accurate products  
and services.







**Building Disruptive Direct-to-Consumer Brands - *Business of Fashion***



**Edson Sabajo and Guillaume Schmidt Built Patta on Teamwork and Quirkiness- *Business of Hype***



**Shopify: Tobias Lütke- *How I built this, NPR***

**Watchings/ Listenings/ Readings**



This report was created by



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