

INTERNET

How much influence do fashion bloggers have?

November 26, 2014



Blogger Chiara Ferragni wearing Tod's Gommino on Dots of Life

By SARAH JONES

Since fashion bloggers arrived on the scene about a decade ago, they have gained influence and grown to be leaders in the industry, says a new report by Fashionbi.

[Sign up now](#)

Luxury Daily

As these bloggers gained an audience, brands began to partner with them for advertising campaigns, events and other marketing efforts. While it may seem that fashion bloggers are losing their luster, they still have large followings that can rival magazines, creating an opportunity for luxury brands to reach a large, fashion-focused audience.

"The craze for fashion bloggers has only increased and how," said Ambika Zutshi, CEO of [Fashionbi](#), Milan. "They started off as fashion enthusiasts having an opinion and willing to spread it across via digital means.

"Now, bloggers have really gained 'celebrity status' for themselves," she said. "They have always influenced the consumer purchasing decisions; although, in the EU & United States, maybe, this influence isn't as strong as it is still in the Asian markets.

"The trend is only growing; just that bloggers are now the brand ambassadors and celebrities and vice-versa; just the terminology and categorization is changing."

Fashionbi's "[The Influence of Fashion Bloggers](#)" report breaks down the top online influencers by country.

Influential

In the early 2000s, fashion bloggers shook up the business, changing the way that fashion was covered. Before then, it was limited to the labels, retailers and journalists, who needed to develop their careers and place in the fashion world over time.

While the traditional fashion world players were careful, since they relied on a mutually beneficial relationship, the bloggers played by their own rules, since they had less to lose. As more consumers began to listen to them, brands too had to accept them into their fold, seating them front row at their shows and inviting them to events.

Brands also began partnering with them for marketing efforts, since they were faces consumers could relate to. They would use them as models in campaigns, bring them on as ambassadors, ask them to do videos for product promotion or co-design items.

Chanel cast Peony Lim in an ad campaign, while Mulberry had Tanya Burr co-edit a video showing how the label's bags fit into her daily life. Other brands invited bloggers to host an event, such as Louis Vuitton tapping Kristina Bazan for its Gstaad opening.

Embedded Video: [//www.youtube.com/embed/ySPMxPEN9dE](http://www.youtube.com/embed/ySPMxPEN9dE)

A Mulberry Morning with Tanya Burr and Jim Chapman

In 2012, Marc Jacobs Intl. looked to connect with consumers during its Marc Jacobs Collection runway show by collaborating with renowned blogger Leandra Medine of "The Man Repeller," who live-hosted the show.

Since the Marc Jacobs Collection consumer is slightly older than the Marc by Marc Jacobs wearer, it made sense to engage these women with someone with whom they could connect ([see story](#)).

Estée Lauder brought on Zhang Xinyuan as the ambassador for its No. 430 lipcolor, in which the blogger encouraged consumers to play the brand's WeChat game. The effort gathered 12,000 comments and 239,000 views on the application.

Luxury and premium brands still tend to be cautious about blogger collaborations, sticking to promotions of accessories or beauty products.



Chanel Little Black Jacket photo by Elena Carisi

For instance, Chanel promoted its Little Black Jacket exhibit in Milan by having Elena Carisi shoot four Italian fashion icons interpreting the classic piece. Even though it was apparel-centric, the posts included links to the makeup worn by the women.

The report singles out Louis Vuitton as having the highest number of collaborations with online influencers out of all of the luxury fashion brands. From inviting bloggers to a weekend getaway to allowing bloggers to film a video campaign for its mini bags called “Small is Beautiful,” the brand uses its heritage to attract new, younger consumers.

Italian fashion house Dolce & Gabbana expanded ongoing promotions for its limited-edition Light Blue fragrances for men and women by tapping into the blogosphere.

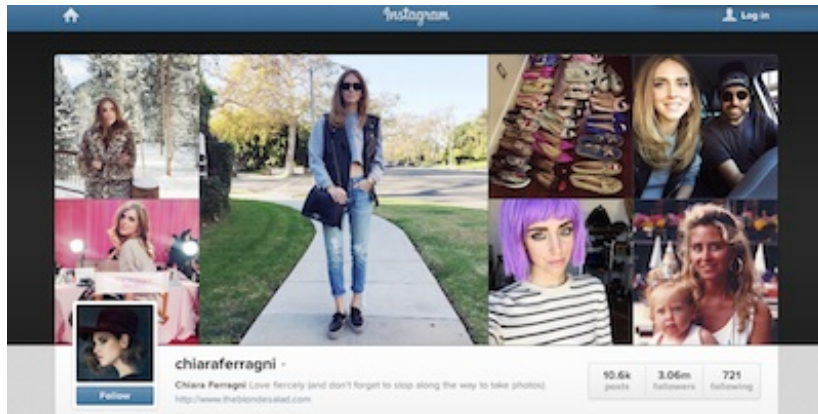


Dolce & Gabbana Light Blue effort

To capture the essence of the fragrances, Light Blue Vulcano for men and Light Blue Panarea for women, Dolce & Gabbana looked to two bloggers to help craft the ideal lifestyle of the scent’s wearer. A blogger’s established audience can be beneficial for a brand because consumers who follow the individual trust their opinions and tastes, even if the featured brand is unfamiliar ([see story](#)).

Social media

Fashionbi found that on Instagram, bloggers have a larger audience than traditional online magazines, since consumers seem more concerned with seeing images from the bloggers than text. However, on Twitter and Facebook, official digital media is still on top. On Instagram, the Italian and U.S. bloggers are the most popular. Chiara Ferragni of The Blonde Salad has 2.9 million followers, more than any fashion magazine. The closest is American Vogue, with 2.8 million.



Chiara Ferragni Instagram

The typical Instagram user skews younger, with 90 percent under the age of 35, allowing brands to reach a younger demographic.

Even with following bloggers on social media, 69 percent of respondents say they visit the blogs themselves at least once a week.

When making a purchase decision, bloggers do have sway. Forty-one percent of consumers say that blogs are among the top three sources that influence their purchase decision, beating out brands' official Web sites and magazines.

While 23 percent of consumers admit to buying an item only because a blogger recommended it, 64 percent say their level of trust in bloggers is low, since they recognize the business side of blogging.

The top two reasons consumers follow bloggers is to get style advice and inspiration and learn about trends and brands.

Bloggers who have become celebrities can make a huge impact in awareness, but they are expensive to work with and are likely already collaborating with a number of brands. Also, the most popular blogger may not be the best fit for a brand's personality.

"Thinking that a marketing activity is being done just to gain 10 million more fans on Facebook is a passé," Ms. Zutshi said. "And if a brand is stuck to this goal, it can never get a positive ROMI.

"The ultimate aim for any and every brand activity is and should be the fan-to-customer conversion," she said. "This is the first and foremost goal the brand should live by. Hence, selecting the right blogger with the right fan base, suited to the brand, the fan base that has a potential to be the final consumer for the brand is to be sought.

"Sure the activity builds awareness and increases brand visibility, but then? What happens after? The long-tail is what matters and what is to be kept in mind, rather than the petty gains that are going to lead nowhere."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/_bDA0kwUN3c](https://www.youtube.com/embed/_bDA0kwUN3c)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.