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FASHION BLOGGING VS MAGAZINES IN RIVALRY FOR CONSUMERS ATTENTION

The purpose and objectives. The aim of the scientific work is to research the phenomenon of blogging and to draw attention to the influence of social media and blogging on the development of global marketing, their difference with fashion magazines.

The object of the research is the potency of fashion blogs and magazines as a method of mass information in the fashion industry.

Methods and techniques. Systematized information from various electronic resources was collected. In addition, observation and analysis of social networks were used such as Facebook, YouTube and Instagram.

Scientific novelty and practical value of the results. Today, blogging has become the most common than before. We can observe the rise of social networks and technology. Some sources already believe that fashion magazines are not the leading link in creating trends and distribute them. On this basis, gloss does not like bloggers. But why is this so?

Research result. Fashion magazines have long been fashion bibles for many years, showing us the latest trends and showcasing the show-stopping pieces from the biggest names in fashion [1].

However, over the past few years there has been a rise in the bloggers. Elle, L'Officiel, Harper's Bazaar, W and of course Vogue, have always been a must have item in every fashionista's bag. Everything you wanted to know about the past, present and future of fashion was inside these luxurious papers. This lasted until

about 2008. It happened at the same time that social media really started taking over the world (especially Instagram). The bloggers immediately understood people's need to see what was happening in the world right here and right now. By publishing every chic thing that was going on in their lives, they soon became more relevant and up to date than magazines [2].

A fashion blog is a blog in which mainly young girls publish photos, upload videos dressed in fashion brands, a story or demonstration by them of a product, clothes, cosmetics, accessories, as well as everything else that could be connected with fashion and beauty. Fashion blogs are the largest segments on social networks. A fashion blog is much more convenient and fun than the paper version. Unlike the magazine, waiting for the next article on blogs on the networks does not have to wait long, you do not need to subscribe to it and pay no money for it.

People suddenly preferred receiving information from bloggers. This is due to the fact that the consumer has two-way communication, because often bloggers are guided in their audience and this is their main plus. Being representatives of objective and public opinion, the consumer considers them more reliable than gloss. This way of reporting on trends is more democratic, since you are unlikely to see a thing for less than \$ 6,000 on the pages of the magazine [3].

However, bloggers are trying to adapt fashion trends and fashion to the mass customer, making it possible to be fashionable without high costs. Big brands often use blogging as part of their marketing strategy. They understand that the blogger also affects the consumer; he can accept or reject the same trends or products. Often, photo or video reviews from bloggers are taken as the company's PR move, and the audience buys the product, wanting to be the same as its idol.

The world-famous magazines like Elle, L'Officiel, Vogue for the most part maintain their online blogs on various social networks, without losing their audience. They move away from ordinary interviews with stars, designers and other celebrities, providing non-typical rubrics and blitz polls, in this way they also maintain two-way

communication with the reader-subscriber. News and online magazines are also created. In such ways, the “titanium” gloss remains afloat, adapting to the consumer.

Conclusions. With the advancement of technology, we have not only a new way to receive information, but also, as a manufacturer, a strategy for promotion. Not everyone has enough money or fame to buy a Vogue column, but blogging is becoming more popular. Many brands begin their journey from Instagram or YouTube, and in frequent practice advertising on social networks is part of the strategy. Well-known labels often switch to electronic resources.

Every time people refuse paper editions more and more. Because it is considered that this is not environmentally friendly, uneconomical, and spending money on a magazine that will be useless next month does not make sense. It is much easier to go to the site and browse or read a blog about what interests you. Nevertheless, it is encouraging that world magazines take this into account. What would you choose: a glossy magazine or a fashion blog on an electronic resource?

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