Shopping Technology

Unit: Clothing & Textiles

Problem Area: Interpreting Fashion

Lesson: Shopping Technology

■ **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

1 **Summarize technology-related fashion shopping careers.**

2 **Review fashion app options and features.**

■ **Resources.** The following resources may be useful in teaching this lesson:

E-unit(s) corresponding to this lesson plan. CAERT, Inc. http://www.mycaert.com.

"10 Leading Influencers Marketing Trends for 2019," *Influencer MarketingHub*. Accessed May 17, 2019. https://influencermarketinghub.com/10-leading-influencer-marketing-trends-for-2019/.

"21 Fashion Bloggers You Need To Follow ASAP," *marie claire*. Accessed May 17, 2019. https://www.marieclaire.co.uk/fashion/the-best-fashion-blogs-ever-69888 .

"A Day in the Life of a Full-Time Fashion Blogger," *StyleCaster*. Accessed May 17, 2019. https://stylecaster.com/blogger-day-in-the-life/.

"How to Become a Fashion Blogger: 14 Quick Tips for Success," *MORE: Lifestyle*. Accessed May 17, 2019. http://www.google.com/search?q=how+to+become+a+fashion+blogger%3A+Quick+Tips+Success&oe%oe=.

"How to Start a Fashion Blog (and Make Money)–Step by Step," *wpbeginner*. Accessed May 17, 2019. http://www.wpbeginner.com/start-a-wordpress-blog/fashion-blog-make-money.

"Top Fashion Instagram Influencers," *IZEA.* Accessed May 17, 2019. http://www.izea.com/2018/03/05/top-fashion-instagram-influencers.

■ Equipment, Tools, Supplies, and Facilities

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

■ Key Terms. The following terms are presented in this lesson (shown in bold italics):

- ➤ Blogger®
- ➤ consignment
- ➤ curate
- ➤ fashion blogger
- ➤ fashion influencer
- ➤ fashion app
- ➤ fashionista
- ➤ hastag
- ➤ niche
- ➤ sponsored post
- ➤ Squarespace®
- ➤ WordPress®

■ Interest Approach. Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

> *Digital technologies abound in fashion events and shopping. To introduce this lesson lead a discussion of the following questions: What are the shopping options you see that are shaking up the fashion world today? Which fashion blogger or fashion influencer columns/post do you read? On which devices and technologies do you follow bloggers and influences and shop? How do fashion bloggers and influencers impact shopping trends? How do you shop: brick and mortar, online, or both? Which fashion technologies—apps, blogs, social media, and/or websites—do you frequent? Use VM–A to illustrate that both the runway and consumers are impacted by bloggers and influencers.*

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CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Summarize technology-related fashion shopping careers.

Anticipated Problem: What is a fashionista? What is a fashion blogger? What is a fashion influencer? How do fashion bloggers and influencers get paid?

I. A *fashionista* is a fashion follower. Today, traditional fashion careers–designer, model, tailor, publicist, editor, columnist, and advertiser–are still very much a part of the world of fashion. And fashionistas follow both the fashion houses–CHANEL, GUCCI, CAVALLI, VUITTON, etc.–and the consumer. Top designers and runways remain a focus of the fashion industry, but fashion media's ability to quickly report and respond to trends strongly influences what we wear and how we wear it. While fashion houses and fast fashion outlets compete for consumer business, two technology careers are having a significant impact on the marketplace and on consumer buying: fashion bloggers and fashion influencers. Some fashion journals refer to both bloggers and influencers as 'fashionistas.' That term may well describe these two careers.

   A. A *fashion blogger* is a writer and/or photographer with a point of view who communicates with followers primarily on their website. Their blogs address many elements of fashion: clothing, accessories, beauty tips, market trends, celebrity fashion, and street fashion. Some bloggers make a living 'following fashion' and others have created fashion and beauty lines based on their blogs. Fashion bloggers have been around for a little over ten years and some have begun to close "shop' due to the impact of INSTAGRAM. (Hmm, one technology replaces another?)

      1. Passionate Entrepreneurs: Most fashion bloggers are independent of a fashion house or magazine and publish what they are passionate about, fashion. Today, most bloggers want their blog to become a profit-making venture. To have a blog make a profit it must be picked up by a large number of regular followers. Key to making their business profitable is retaining their love of the job, keeping their forecasting on track, and differentiating them self from every other fashion blog. To be profitable, a blogger must also have a business mind, and if not, they get business help.

      2. Niche: Successful fashion bloggers quickly establish their own niche in order to stand out. A *niche* is a very specific portion of a much larger market: fashion consumers aged 25 to 35 or tweens or petite women. Knowing their audience–the niche–is key to meeting the needs of that market. Blogs have made several changes over the years, one of which is using INSTAGRAM. Today, that's the location of the latest fashion trends and ideas.

3. Technology Tools: When getting started, most bloggers use WordPress® or BLOGGER® and some use Squarespace® software to create a website and/or blog. Each of these Web software technologies has advantages and disadvantages: a beginner needs to understand which tool would be best for their style. Each tool's format is set up to help someone set up a website/blog quickly and easily.
   a. **WordPress®** is a free blogging platform that runs on a piece of open-source software. The WordPress® website hosts provides free blog hosting for users and is financed by users choosing an upgrade to their service. It's a good place for beginners to try out their column until they know how people will respond to their blog. About 30% of the Web runs on WordPress.
   b. **Blogger®** is a free blog-publishing service that allows multi-user blogs with time-stamped entries. Blogger, and the blogs it hosts, are owned by GOOGLE and accessed through blogspot.com. If using Blogger you automatically get a BlogSpot domain.
   c. **Squarespace®** is a website building and hosting company that assists user to design a web page. The software has a cost and also comes with customized designs, mobile designs, website templates, and customer support and assistance.
4. Top Fashion Bloggers: At this writing, the top fashion bloggers based on income and followers are Alexa Chung and Danielle Bernstein. However, each month a new "best of" blog is likely to appear.
   a. Alexa Chung, is a model, fashion journalist, and entrepreneur, has been the face of Vogue and Harper's Bazaar. She launched a fashion line and (again at this writing) has 3.1 million followers: a site one must follow.
   b. Danielle Bernstein started her blog in 2019 and today earns a seven-figure income with her fashion collection and INSTAGRAM posts. She was named to Forbes 30 Under 30 (best and brightest young entrepreneurs) in 2017.
5. Top 10 Fashion Blogging Career Tips include:
   a. TIP #1: Find your niche.
   b. TIP #2: Name your blog.
   c. TIP #3: Buy your own domain.
   d. TIP #4: Hire a web designer
   e. TIP #4: Invest in high quality photos
   f. TIP #5: Let your personality shine.
   g. TIP #6: Plan and set goals
   h. TIP #7: Set up a GOOGLE analytics account to track followers.
   j. TIP #8: Build a media space.
   k. TIP #9: Work on key brands and affiliates.
   l. TIP #10: Use quality content.
B. A **fashion influencer** is a personality who communicates with large numbers of followers via social media: FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, and

bloggers. At this writing, INSTAGRAM is the most important place to be in fashion. It is the hub of all digital press. Fashion influencers' power is the impact their opinions have on the purchasing behavior of others. Influencers use words and pictures to display and recommend trending fashions. Once a follower trusts the influencer's choices, the influencer's success is tallied based number of followers and on consumer purchases directly related to the influencer. Once that trust is established a relationship is made between the follower and the influencer.

1. Brands: Fashion brands rely more and more on influencers to help get their products on the forefront of consumer's awareness. Brands pay influencers to wear their clothing and accessories that the influencer wears on an INSTAGRAM post: a sponsored post. A **sponsored post** is an entry noted with a hashtag such as #ad, #promo, etc. Celebrities are also courted by brands because they are fashion influencers in their own right due to their visibility. The difference between the celebrities and the influencers is that the influencers build sway purchases using social media and blogs and celebrities gained their influence through television and movies.

2. Interviews and Fashion Shows: In 2011, a couple of the world's best designers took time out of their busy Fashion Week duties to meet with and answer questions for fashion bloggers and fashion influencers. This small action may seem insignificant, but it legitimized bloggers and influencers affect on consumer buying. The designers showed respect for the ways in which bloggers and influencers were changing fashion habits.

3. Niche: The fashion influencer may find their own design niche or they may simply pay attention to street fashion or catch a celebrity wearing fast fashion. Posting everyday styles copied by that their followers, increases influencer power in the industry. Historically, the streets could not set fashion trends. However, social media makes it not only possible for the street and influencers to set the trends but for styles to be on the street within a few days of the runway.

4. Top Fashion Influencers: Finding today's top influencers today depends on when one checks and on which browser and which websites are checked. Two of the top influencers on INSTAGRAM as of this writing are Huda Kattan and Cameron Dallas.

   a. Huda Kattan is a makeup artist, beauty blogger, and entrepreneur who began blogging in 2010 who has achieved fame in the past few years. She is one of the most influential women in the Middle East, and has an estimated 26.2 million followers.

   b. Cameron Dallas is best known for his prominence on *Vine* and *YouTube* and currently stars in his own NETFLIX reality show. He was named to Forbes 30 Under 30 List in 2017. He began posting in 2012 and started his social media journey in 2013. Dallas now has over 21 million followers and is an ambassador for DOLCE & GABBANA. Dallas charges about $17,000 per INSTAGRAM post.

5. <u>Four Types of Influencers</u>: Influencers are divided into four types.
   a. MEGA: A mega-influencer is a fashion writer/photographer with more than one million followers. Many mega-influencers are celebrities and superstars and only report/post for a few large brands.
   b. MACRO: A macro-influencer is a fashion writer/photographer with 100,000 to 1 million followers. Many brands are eager to work with this type of influencer.
   c. MICRO: A micro-influencer is a fashion writer/photographer with 1,000 to 100,000 followers. Many brands are eager to work with this type of influencer. This group (and the nano-influencer group) has fewer followers but have a clear idea of their audience's preferences and also appear to have significant influence over their followers.
   d. NANO: A nano-influencer is a fashion writer/photographer with fewer than 1,000 followers and significant impact with a narrow market. In the next few years, the micro- and nano-influencers are predicted to have the largest "say" in the fashion world.
6. Career: Tips to becoming a fashion influencer include:
   a. TIP #1: Pick a niche.
   b. TIP #2: Create a hashtag. (A **hashtag** is a word or phrase preceded by a hash sign (#) to identify a topic.)
   c. TIP #3: Create a unique biography.
   d. TIP #4: Publish your content.
   e. TIP #5: Interact with followers.
   f. TIP #6: Join a social media network. (FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE, etc.)
   g. TIP #7: Include stories on INSTAGRAM posts.
   h. TIP #8: Get an INSTAGRAM Business Account.

Teaching Strategy: *Many techniques can be used to help students master this objective. Use VM–A to introduce this lesson. Use VM–B to illustrate some blogger and influencer technology tools. Fashion bloggers and fashion influencers are very popular today. Read a couple blogs and then a couple of influencers' recent work aloud to the class. Next, ask your students what they know about these writers/photographers. Now, read the biography about the blogger/influencer and other information you find. Lead a class discussion about how these bloggers and influencers got started in their career. Assign LS–A.*

Anticipated Problem: What is a fashion app? What app features are key to user loyalty? What are examples of current fashion apps?

II. A **fashion app** is a digital application downloaded by the user to a mobile device that is designed to make a consumer's shopping easier and often more affordable. A common benefit of a fashion app is closet organization and outfit selection. Some apps ask the individuals to take a picture of their closet and submit it for review. The result is a response that delivers outfit options based on the closet's contents and/or recommendations of additional wardrobe purchases to complete more outfits. Again, all suggestions and recommendations are typically based on what currently exists in a user's closet. The number of fashion apps in the market place is constantly growing as well as what these apps can do: information, opinions, ratings, outfit matching, organization, closet catalogs, item searches, and suggestions for wardrobe additions. In essence, some fashion apps create an individual 'lookbook' for the user.

    A. Fashion Services: Some fashion apps have become shopping services. Stitch Fix® is an example of a fashion app shopping service. More companies are offering this service for different body styles and different fashion styles: grunge, punk, preppy, and mod. These services are available for children as well as adults. Once a particular app category has proven to be economically successful, the marketplace soon sees many others of this same type emerge.

    B. Fashion Apps: It is important to note that all fashion apps are constantly changing and new apps are constantly coming to the forefront. If a person finds an app they like hopefully that site stays current. Many fashion apps are free to download, some have a download fee, others require a paid subscription, some have in-app purchasing available, and some take a percentage of any purchase made on in-app or through the app. [NOTE: Due to the constant change in fashion and fashion apps, a comprehensive list of app tools seems inappropriate. However, researching the best apps available is appropriate for all fashion consumers.]

        1. Retailer, Style, and Research: Most retailers have a fashion app that allows the user to shop online, see the retailer's sales, and often to work with an online stylist. Specific sites for men highlight the latest shoes, grooming apps and styles: urban, modern, street, hip, etc. Some fashion styles have an app that keeps consumers current on the latest trends in that style: preppy, punk, boho, etc. Some of the newest apps allow a user to take a photo of a piece of clothing someone is wearing or send a magazine picture to find where the item can be purchased. Some apps are made for designer wear and the others for the shopper on a budget.

        2. Current Fashion Apps (as of this writing):

            a. STYLEBOOK: The Stylebook® app is designed to help the user **curate** (select pieces and organize a collection) their wardrobe: it's a wardrobe manager. It helps the user mix and match what they own and pick items to take on vacation. According to Nina Garcia, Marie Claire, "Building a well-

balanced wardrobe takes time and thought. It isn't a sprint–it's a marathon." (Source: Stylebook® at http://www.stylebookapp.com/about.html) The primary use of this app is taking one item from the user's closet and styling it with several other items in the closet: some organization can make getting dressed in the morning much easier. App features include these menu choices: Looks, Closet, Packing Lists, Calendar, Style Stats, Shopping, Size Tracker, Style Expert, and Inspiration Library. The calendar feature helps the user keep track of what they wear and how often. COST: $3.99 in the iTunes App Store (at this writing)

b. LIKETOKNOW: LIKEtoKNOW.it is a fashion app that allows the user to take a picture of an outfit, submit the picture to the app, and find where to purchase the pieces. Features include iPhone screenshots, Shop, and Follow. COST: Free on iTunes (for iOS devices only)

c. TRADSEY: Tradsey is a fashion app for users to sell their clothes on consignment. The user takes a picture of what they want to sell, posts it, and sets a price. **Consignment** is an agreement by the seller to sell their goods through a third party in exchange for a fee. When the seller receives the profit from the sale it is minus a fee to the third party (Tradesey). The fee the seller pays to Tradsey is $7.50 for any sale less than $50 and 19.8% of the selling price for items over $50. A perk of this app is that when the item sells, the user receives a free shipping kit, and Tradsey takes care of returns. COST: Free on Google Play and Apple App Store

d. PS DEPT.: PS Dept. is a luxury fashion app that provides a personal shopper to answer fashion questions, provides an item request feature (searches are online, offline, and global), and rewards the user points: $1 for every dollar spent to redeem on PS Dept. This app uses the current technology to the fullest including text, email, direct message service, etc. A perk of PS Dept. is the personal shopper service also looks for items that are "sold out everywhere." COST: The "Insider" subscription is $19 per month, the "Influencer" subscription is $109 per month, and the "Icon" subscription is $8,900 per year.

e. SHOPLOOK: ShopLook is a fashion app outfit maker that uses its 'endless online closet' to help any user find the perfect outfit. The app's key selling point is that is useful for any body type and any budget. They search for clothes seen on INSTAGRAM and help users create and share outfits with others. [NOTE: ShopLook was one of the apps that evolved after Polyvore shut down. Polyvore was famous for using an individual style preference survey guide the fashion selections.] COST: Free on the Apple App Store (iOS devices only)

f. KEEP SHOPPING: Keep Shopping is a fashion and lifestyle app that claims to find all the shopping trends and put them in one spot. Online stylists handpick outfits for users. As trending items are displayed, the user clicks one of three buttons: Like, Keep, or Buy. The individual picks their favorite keeper shoppers. The app is part of the Keep community that supports fitness and wellness. COST: Free on the Apple App Store

Teaching Strategy: *Many techniques can be used to help students master this objective. Use VM–C to illustrate sample fashion app screens. Use VM–D to show the INSTAGRAM logo. Divide the class into groups of 2 to 3 and give them a piece of plain white paper. The small team task is to research fashion apps and display what they find on paper in 15 to 20 minutes. The details for each app are the name, its features, and the cost. Post these team results around the classroom and allow students to roam and read. Discuss the entire research collection as a class.*

■ **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. If a textbook is being used, questions at the ends of chapters may also be included in the Review/Summary.

■ **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.

■ **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

■ **Answers to Sample Test:**

Part One: Completion

1. influencer
2. blogs
3. fashion app
4. fashionista
5. website
6. mega
7. social media

Part Two: True/False

1. F
2. T
3. T
4. T
5. T
6. F

Part Three: Short Answer

Answers will vary and would include 5 of the following tips to becoming a fashion influencer:

a. TIP #1: Pick a niche.
b. TIP #2: Create a hashtag.
c. TIP #3: Create a unique biography.
d. TIP #4: Publish your content.
e. TIP #5: Interact with followers.
f. TIP #6: Join a social media network.
g. TIP #7: Include stories on INSTAGRAM posts.
h. TIP #8: Get an INSTAGRAM Business Account.

Name _____

Shopping Technology

▶ Part One: Completion

Instructions: **Provide the word or words to complete the following statements.**

1. Instagram is the format for most written and photographic posts by a fashion _____.

2. WordPress publishes and hosts websites and _____.

3. StyleBook is an example of a/an _____.

4. Another name for a fashion follower is a/an _____.

5. A fashion blogger is a writer and/or photographer with a point of view primarily known to followers by their _____.

6. Influencers with over 1 million followers are known as _____-influencers.

7. A fashion influencer is a personality who communicates with large numbers of followers via _____.

▶ Part Two: True/False

Instructions: **Write *T* for true or *F* for false.**

_____1. A fashion blogger and a fashion influencer are the same thing.

_____2. Fashion bloggers and influencers make money doing their writing, commentary, and photography.

_____3. A sponsored post is an entry noted with a hashtag such as #ad, #promo, etc.

_____4. A common benefit of a fashion app is closet organization and outfit selection.

_____5. A niche market is a very specific portion of a much larger market.

_____6. Most fashion retailers now have a fashion app available but few fashion style apps are available for consumers use.

▶ Part Three: Short Answer

Instructions: **Answer the following.**

1. What is the difference between a fashion blogger and a fashion influencer?

2. What are five things a fashion app can provide for the consumer?

FASHION, TECHNOLOGY, AND MEDIA

Bloggers and influencers both impact the runway and the consumer. Traditionally, the first few rows of a fashion show would be reserved for fashion houses, designers, and celebrities. Today, fashion bloggers and influencers are "on the front lines" of fashion shows and at Fashion Week along with their photographers.

FASHION BLOGGER AND INFLUENCER TOOLS

While fashion houses and fast fashion outlets compete for consumer business, two technology careers are having a significant impact on the marketplace and consumer buying: fashion bloggers and fashion influencers.
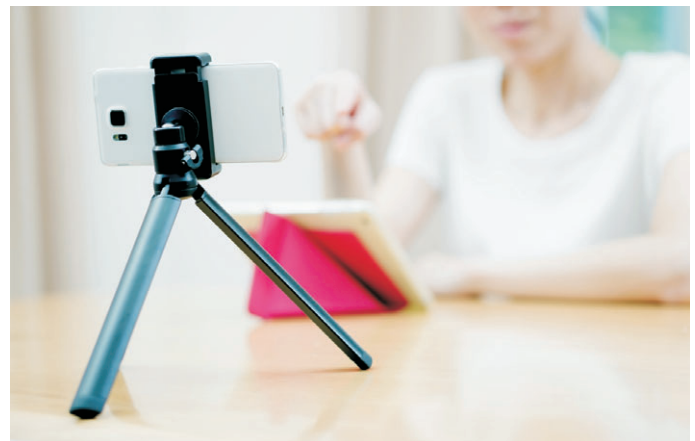
FASHION APPS

A fashion app is a digital application downloaded by the user to a mobile device that is designed to make a consumer's shopping easier and often more affordable. A common benefit of a fashion app is closet organization and outfit selection.
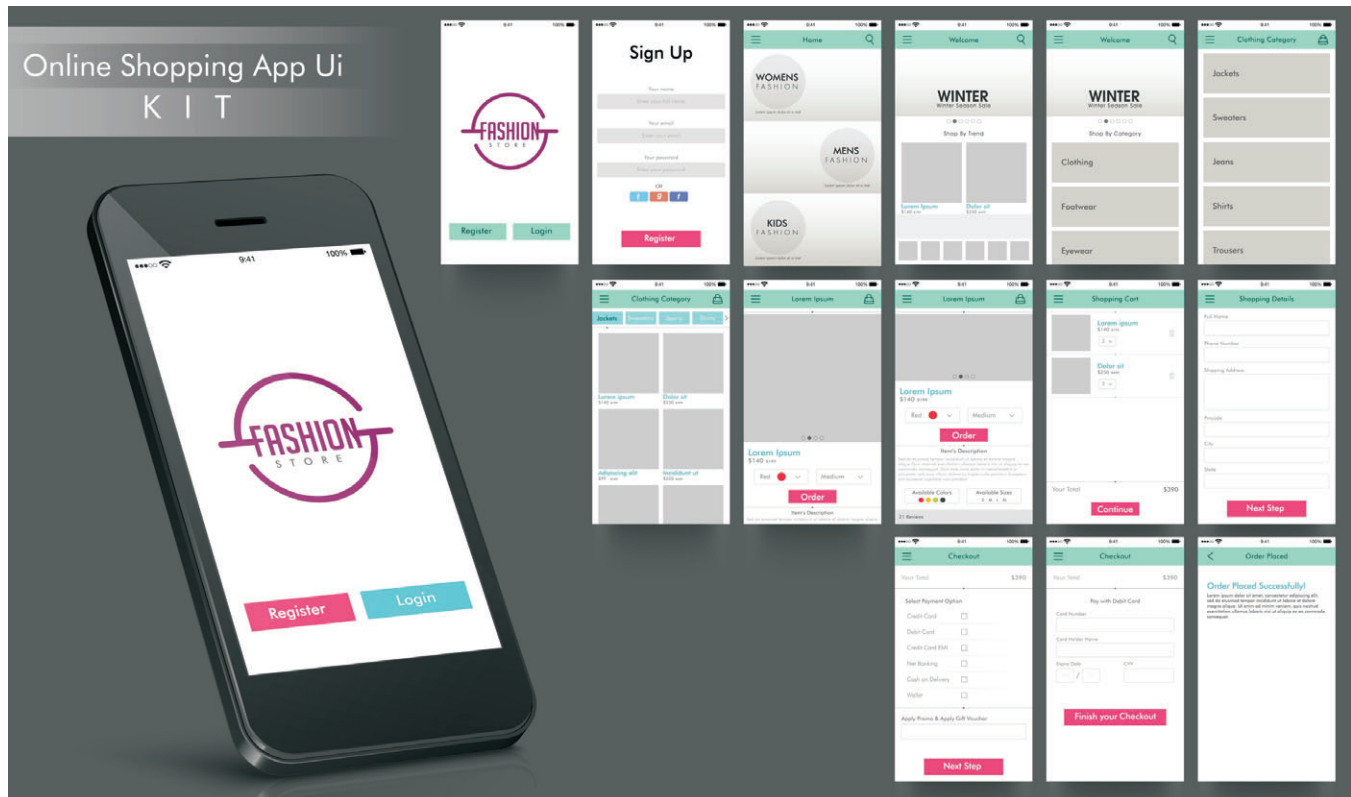
INSTAGRAM

Instagram is a photo and video-sharing social networking service owned by FACEBOOK. Fashion influencers often post their photos on Instagram.

(Image Courtesy Wikipedia at https://upload.wikimedia.org/wikipedia/commons/a/a5/ Instagram_icon.png)

Research a Fashion Blogger or Influencer

Purpose

The purpose of this activity is to research a specific fashion blogger or influencer.

Objectives

1. Research a fashion blogger or influencer.

2. Write a paper about your research.

3. Predict three upcoming fashion trends.

Materials

♦ lab sheet

♦ device with Internet access

Procedure

1. Identify five top fashion bloggers and the top five influencers. List them here. Then, choose one to research.

   a.   a.

   b.   b.

   c.   c.

   d.   d.

   e.   e.

2. Research the fashion blogger or influencer and read their blog or posts. Write a 2-page paper about the blogger or influencer you researched. Include a minimum of the following items:

   a. A brief biography
   b. Their social media presence(s) today
   c. Fashion awards or recognition they have received
   d. Examples of the content of the blog/posts and any photographs
   e. Advantages and disadvantages of the blog/posts
   f. Estimated annual salary

3. Based on your research predict three upcoming fashion trends.

   a.

   b.

   c.

4. Turn your completed lab sheet and paper into your teacher.