



4 leading social media trends in fashion



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Sustainable Fashion

Social media platforms are increasingly promoting eco-friendly fashion trends, to encourage users to swap, rent or buy second-hand clothing.



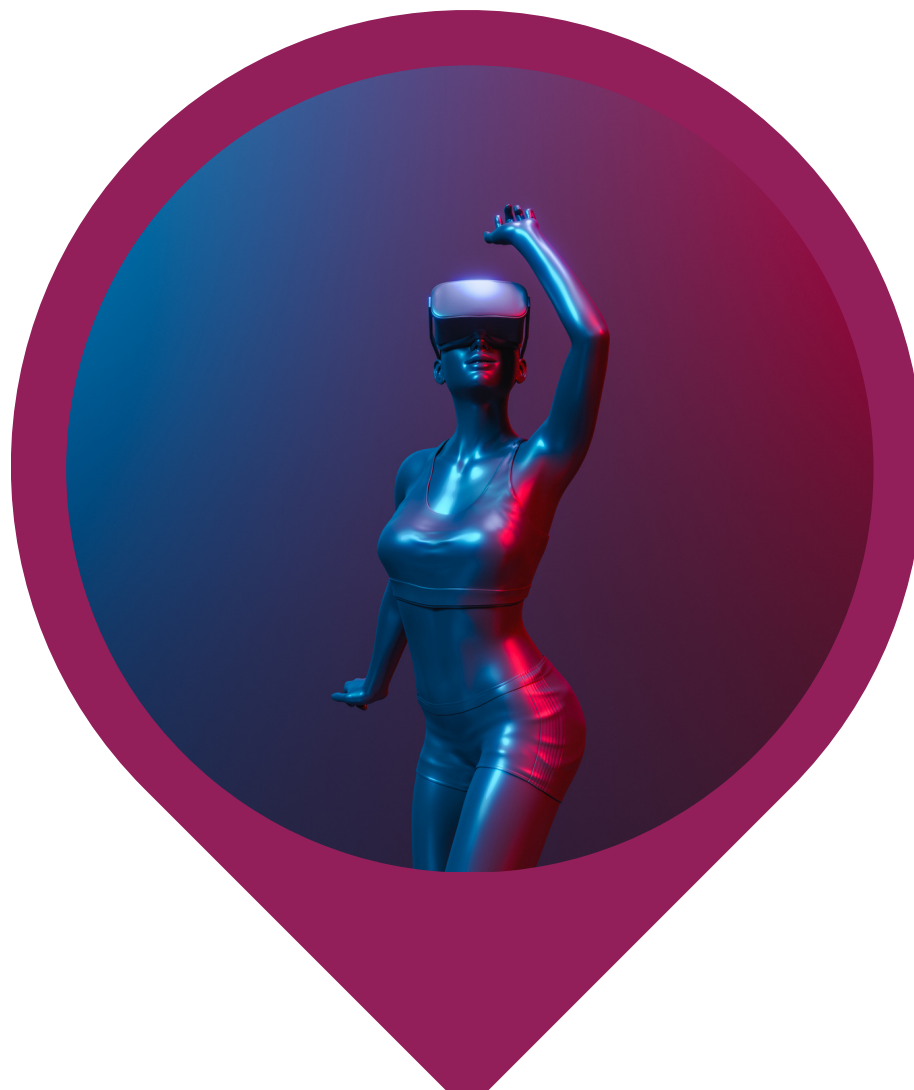
AR Shopping

Augmented Reality experiences could become a larger part of shopping for fashion items online, allowing users to virtually try on clothes and accessories.



Virtual Influencers & Models

Virtual influencers and models could become increasingly popular on social media, due to their realistic appearance and unique style for brand endorsements.



Inclusive Fashion

Social media is driving more diverse representation in the fashion industry, promoting body positivity and gender-neutral clothing.

