@carolinecaloway got me thinking maybe I need to buy orchids for my hair so I have the motivation to truly have my life together....
Celebrities, Bloggers, and the Self-Marketing of Social Media

The relationship between the arts, media, culture, and marketing is a natural relationship—common people naturally want to buy and emulate the trends they see celebrities and fashion insiders wearing, so the brands and items those elite individuals are photographed in essentially sell themselves. In this visual board, I am demonstrating the idea that through social media, celebrities are unknowingly marketing their artistic and cultural preferences to bloggers and other commentators, who then spread these opinions and trends to the public. The left section of the board flows from Karlie Kloss, who is wearing a “Glossier” sweatshirt to a snapchat posted by blogger and writer Caroline Calloway. I am demonstrating the concept that bloggers decide to buy items based on the trends they see in the media, particularly those worn by the most famous and inspirational celebrities. Next, you see fingers typing to represent Calloway spreading trends to her followers on twitter, as well as a selfie where she has orchids in her hair. The followers she has amassed will then continue to appropriate her own trends as she has taken them from the celebrities above her, as they feel an emotional connection towards “fitting in”—here represented by the explosion with a heart overlay. Then, they take to Twitter to further spread trends (such as wearing orchids in your hair), thereby marketing to their peers the trends that have “trickled down” from celebrities such as Kloss, to more accessible bloggers, to themselves.

The left margin of photos represents the various types of media that Kloss, Calloway, and fashion innovators gather their inspiration for the trends that they will eventually cultivate. Kloss, a well-known model but also intellectual, may read books or newspapers to gain inspiration for her fashion and lifestyle choices. Then, as a self-proclaimed social media guru, Calloway likely scours the media to stay up-to-date on brands that she wants to associate herself
with and market through her sizable social media platforms. Therefore, her portion of media absorption is illustrated by a photo of televisions. Finally, marketing techniques, particularly in the retail industry, are determined by the “Spirit of the Times”, and how consumers are currently behaving and what they gravitate towards. The trends that the celebrities ultimately market are determined by these over-arching trend forecasts, such as Pantone’s “color of the year” forecaster. Here, I chose a photo of Pantone’s Rose Quartz, which accurately measures retail’s tendency towards pastel color schemes this year. Pastel clothing, accessories, home goods, and art have then been marketed by the cutting-edge celebrities and innovators, which leads to brand loyalty and sponsorship by bloggers and eventual purchases by the common consumer.
References


