

# Blogging. a second life?

Nowadays, global access to the internet is one of the deepest revolutions in communication after Gutenberg's invention of the printing press. It has changed the way we read, the way we get information, the way we buy, the way we connect with our friends and family...our life is completely affected by internet. Internet has saved us a lot of time. Related with this phenomenon, we have the growth of the fashion world, which has been one of the most attractive of the public sector during the past decades.

Millions of people around the world have the word fashion in their heads; mass media always puts us in contact with this big phenomenon which has been appreciated by financial analysts and investors for its continuous double-digit growth rates. Many millions of Euros have been invested in that area.

In this project, it is proved that there is no doubt that fashion blogs and bloggers have gained importance in influencing the consumers' choices in fashion, and in communicating really fast new trends. Fashion blogs offer clear time and cost advantages to fashion magazines, and open the door to sharing their opinion with non-professional bloggers, democratizing somehow the access to the fashion industry. The influence of fashion blogs has not stopped since the huge number of visitors acts themselves as spreaders of what they consider interesting. This phenomenon has profoundly changed the rules of the game in marketing in the fashion industry.

The project is structured in three major parts: an overview of the blog phenomenon, one of the fashion industry traditional communication tools, and a deeper view to the fashion blogging activity, with the explanation of the creation of the author's own fashion blog.

***"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening." -Coco Chanel***