

# Influence of Instagram on Hong Kong's Fashion Industry

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## BACKGROUND



The fashion industry is a dynamic and evolving industry, characterized by the ability to adapt to changing trends and consumer tastes constantly. The advent of social media platforms has brought about major changes in the way fashion brands interact with their target audience and market their products. Among these platforms, Instagram has emerged as a significant player, revolutionizing the dynamics of the fashion industry through its visual-centric approach and wide user base.

## RESEARCH OBJECTIVES

1. The impact of Instagram feature updates on visual storytelling in the fashion industry.
2. Influencers can bring new trends in the development of the fashion industry.
3. Instagram's new Stores feature will allow the fashion industry to add new marketing channels on top of traditional e-commerce.



## METHODOLOGY

- Literature review
- Qualitative data collection and analysis

Qualitative data was collected through in-depth interviews with 15 key stakeholders in the fashion industry, including different types of fashion brand representatives, such as Hong Kong brands purchased from overseas, Hong Kong designer's own brands, and Hong Kong brands that also have stores, to delve deeper into their thoughts and experiences regarding Instagram.

## FINDINGS

100% of Hong Kong brands use Instagram to develop the fashion industry within this research scope.

### Hong Kong brands

- will use Instagram for promotion because it can effectively make fashion information visible to more people.
- can easily refer to fashion information and layout techniques from different countries. This helps the fashion companies to strengthen the quality of their brand by referring to other people's information.
- need to interact in a way via replying to customer inquiries in the message area, which satisfies the current social psychology of obtaining a quick response.



### Instagram

will bring a sense of freshness to users on the social media platform. Moreover, the low entry threshold allows those who want to enter the fashion industry to gain experience easily.

Customers can easily obtain fashion information, there are more product choices and styles. Indirectly, the market competitiveness of the fashion industry becomes greater. Since continuous progress is needed to gain customer recognition, this indirectly makes the fashion industry develop vigorously.

People from all over the world can see the products of Hong Kong brands through Instagram, which will help promoting the development of the fashion industry and can encourage collaboration with different brands to launch co-branded products.

## CONCLUSION

Hong Kong brands use Instagram every day. In addition to publishing fashion information, the companies also obtain other fashion information. This research confirms the behavior and thoughts of Hong Kong brands on Instagram. It provides fashion products with the ability to effectively use Instagram to publish fashion information so that the fashion industry can develop better.