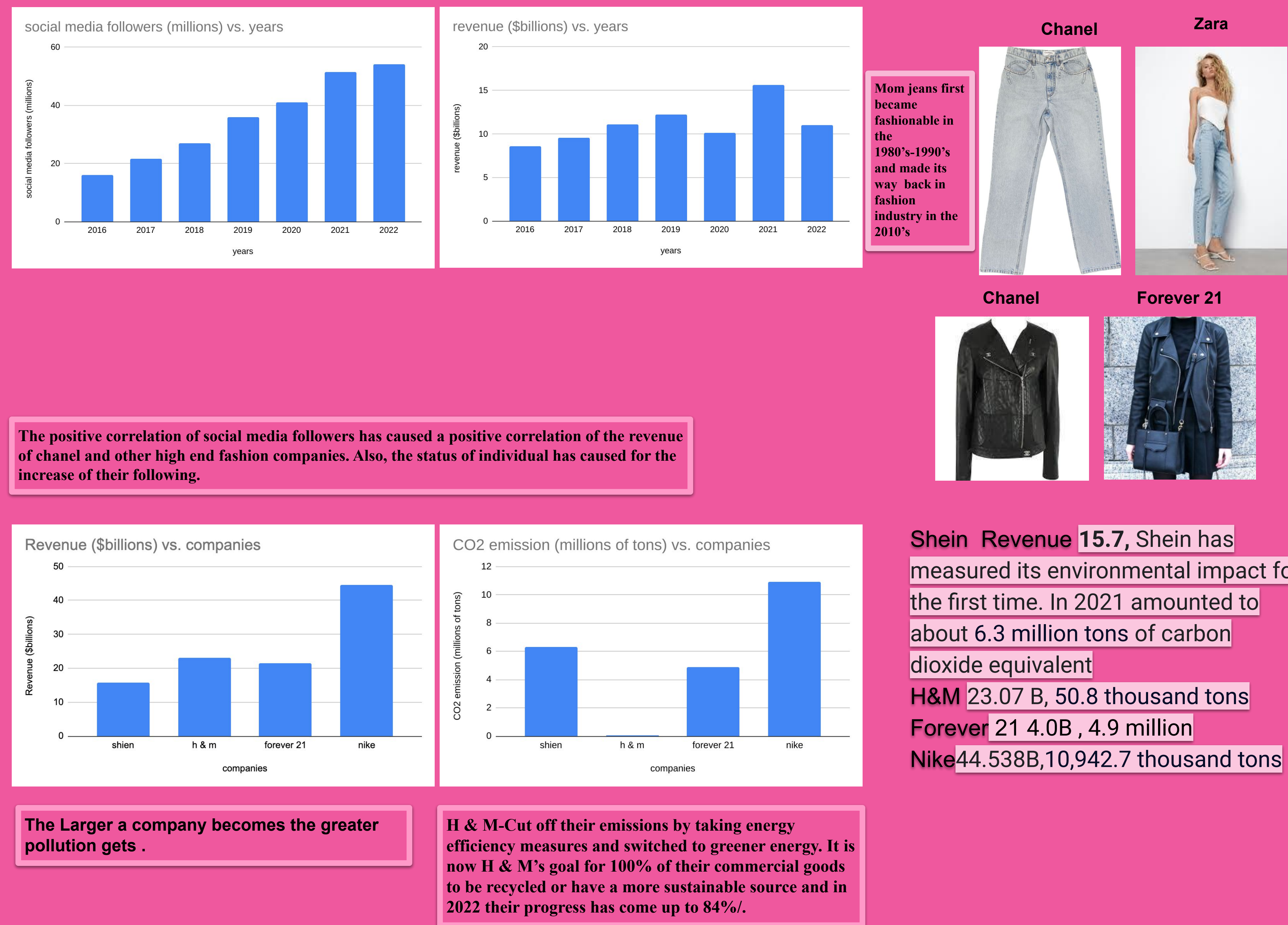


INTRODUCTION

The fashion industry incorporates many forms of advertising and promotions to certain brands which becomes vital to business owners, particularly the ones within the fashion industry since it helps them learn how to pull their clients and how to attract them. Reaching consumers is a primary goal for all brands and companies. Social Media is a key component for pretty much every brand and has many different types of advertising including celebrities posting said brand on their social media or the brand posting the celebrity on their social media. Most brands have millions of followers so their reach is already large but others need paid promotions and influencers to get their social medias to where their competitors or their goals are. Social media can quickly set certain content and/or posts making it easier for brands to gain interactions. Fast fashion takes advantage of the luxury brands designs and content to bring their revenue up. Initially replicating their clothes and trends, this causes their CO2 emissions to increase because of the mass production they create; using poor materials and lots of greenhouse gasses that are detrimental to our environment.

DATA AND FINDINGS



CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

Through these graphs, I was able to show how overtime the more social media followers a company gained, the more their brand had a revenue increase and how the bigger the company gets the greater pollution gets. With all of this also comes the marketing and advertising side of social media which connects with algorithm. Algorithm is a system in the advertising world which sets signals; where its programmed to automatically display content on a person's social platform depending on how likely that user is to like and interact with the social post. This being said, it shows that social media can quickly set certain content and posts to any persons phone in a matter of seconds, no matter where they are and when; making it easier for companies to gain interactions. Since then, the positive correlation of high end companies growing because of social media has caused for fast fashion companies to copy their techniques in social media advertising and copying their trending clothing designs. High end companies, use celebrities, famous actors, or popular socialites to showcase their clothes during fashion week; The emerging fashion trends for the current and upcoming seasons are influenced by these occurrences. This causes greater trends and an increase in their interactions on social media. This is important because it shows the influence the fashion industry leaves on people. This is because most people in this day and age are trend followers and love to support their favorite influencers/celebrities, Even if that means buying the 2000\$ jacket they wore on their social media post..

RESEARCH METHODOLOGIES

To collect my data, I started reading articles on how social media became a main component to advertise brands. My first initial plan was to collect data on the social media followers of a luxury brand and see the correlation it had on the revenue. I was able to use a statistics website, to collect all my data. For my second data collective, I wanted to collect data on different types of brands and the CO2 emissions each brand caused. To get this information I also a statistic website for the revenue of each brand in 2021 and for the CO2 emissions each brand caused I used a magazine website where I was able to find the CO2 emissions certain companies gained in the year of 2021. Finally, I used a time machine website to compare designs of a luxury brand versus a fast fashion brand designs.

DISCUSSION, ANALYSIS, AND EVALUATION

For my first data collection, I created two bar graphs, the first one showing Chanel's social medias following each year; 2016 through 2022. The other graph, showing Chanel's revenue (the amount of sales a fast fashion brand made) in 2016 through 2022. I set both of these graphs side to side to show the impact social media had on the brand. Through this research I learned that there was a positive correlation between both of these elements meaning the more social media followers a brand gained the more their revenue increased.

Next, I went on the time machine website and looked at fast fashion websites and high end fashion websites from different years. By inspecting both of these types websites, I was able to find how fast fashion companies copied high end fashion designs. This means that the amount of followers of a premium brand like Chanel leads to an increase in the amount of "fast fashion" in the market.

For my last set of data collection, I created two bar graphs, one that showed the revenue of different clothing companies in 2021, and the other graph one showing the CO2 emissions (the amount of pollution) they caused that same year. I also put these graphs side to side to show that the larger the company gets the more it pollutes. Ultimately trying to find out the effect of these brands to our oceans and wildlife.

ACKNOWLEDGEMENTS / REFERENCES

I would like to thank Stacey Harrington for making this possible as well as Mr. Shen for leading me into this path and helping make this project possible. Stacey helped guide me through this process and was able to give me an insight of the fashion industry.

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