Blogs as a new tool of communication and promotion of fashion brands.

How do fashion companies make use of bloggers as a new tool of communication to promote their brands?

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Strategic Marketing with independent project, 30 credits
ABSTRACT

Title: Blogs as a new tool of communication and promotion of fashion brands.

Research question: How do fashion companies make use of bloggers as a new tool of communication to promote their brands?

Purpose: The purpose of this study is to observe and explore how the fashion brands use bloggers and their blogs as a new method to advertise and communicate about them and their products to consumers. The study is conducted from an external point of view.

Design/methodology/approach: This study is exploratory and descriptive and uses a qualitative method, with non-randomly method where the sample is composed of six international fashion blogs. To collect data the authors used guideline to conduct the content analysis of these selected blogs.

Findings: This study shows that brands use the blogger as human being with the phenomenon of the word-of-mouth and opinion formers/leaders and they also make us of the blog content to incorporate ads to directly communicate to the online communities.

Keywords: branding, fashion, fashion brands, fashion blogs, bloggers, online communication, web 2.0, social media, word-of-mouth.
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1. Introduction

1.1. Background

Fashion is by definition something temporal and ephemeral, conform to the preferences of an epoch in a particular place (Svendsen, 2006; Zheng, 2006). Easey (2009, p3) completes this by saying it “essentially involves change, defined as a succession of short-term trends or fads”. Fashion is omnipresent in our daily personal and consumer lives. Indeed, Ma, Shi, Chen, and Luo (2012) mention that it concerns society in its different spheres, but especially in clothing. According to the authors, this phenomenon is the manifest of many social, societal, psychological and ethnological facts. Fashion is rooted in society because people use it to establish a gradation between the different social classes: quite simply “fashion is a product of class distinction” (Simmel, 1957, p544). For McCracken (1988) and Phillips (2003) brands are predominant in the search of identity for each of us. Indeed, the consumption and purchase of brands is a cultural (Solomon et al., 2006) and social act (Firat & Venkatesh, 1995) which each of us makes to belong or differ from other social groups (Bennett, 2005). As Wattanasuwan (2005) says, it allows us to situate ourselves in the society because clothing includes social and economic meanings (O’Cass, 2004).

Since forever, the challenge of fashion industry is about to be always the first to do and to create something different. Indeed, Easey (2009, p5) argues that “in order for the change which is intrinsic to fashion to take place, the industry must continually create new products”. Also fashion is at the same time a leader and a follower (Ma et al., 2012). The designers create new concepts, new desires, new looks, and so on. As Solomon et al. (2006, p544) say, fashion was identified by several sociologists “as a form of collective behavior, or a wave of social conformity”. Indeed, it is often initially carried by a small group of individuals, and then a trend is created with more and more followers until it becomes obsolete and abandoned for new trends (Cheng & Huang, 2010). In the other hand, the fashion companies and brands need to follow the generations, to consider them, because they are their customers and their inspirations. Actually, as Easey (2009, p5) says, “the ability to identify products that the customer needs and will buy is essential to the industry”. Moreover this same author explains that currently the demand in clothing
industry is more fragmented and thus with all existent and continual changes, fashion industry has to move into a new area that requires more influential marketing techniques.

According to Clarke (1976) and Hebdige (1979), the fashion needs to evolve so regularly; it is bound to the constant evolution of society and its consumers. Indeed, the link between the consumer, fashion and fashion brands can be really strong. Fashion and the purchase of brands have been proposed as a way to differentiate one group from another (Hogg et al., 1998) through the creation of goods with different meanings (Bennett, 2005). Every brand got different messages to deliver by the way of clothes. Clothing is actually a strong way of social expression (O’Cass, 2004). It allows showing whom we are, that to say to show our social identity (Auty & Elliott, 1998). Then we can say that the communication between a fashion brands and its consumers is primary for brands, to understand how the consumers perceived clothes and respond to the expressed meanings, and to build relationships with them (Auty & Elliott, 1998; Fournier, 1998). That is why a constant evolution and comprehension of new generations is inevitable. As Kozinets (1999) explains, it is required in order to understand better the potential customers and their needs, but also to understand the mechanisms of decision-making and purchase. And this is necessary especially today with the culture of the immediacy and novelty that is in tune with a young generation more than connected to maintain relationships and make profits (Mohr, 2013).

The actual generation of consumers, with the rise of the digital, requires big changes from companies, as Internet affects the advertising and communication process (Hoffman, 2000). Indeed, Web 2.0 has globally modified the methods of advertising (Stelzner, 2014). This is partly because Web 2.0 has improved features that allow a two-way communication in an online platform characterized by users freedom, control and dialogue (Ho, Chiu, Chen and Papazafeiropoulou, 2015). It features a new degree of interactivity and consumer involvement in advertising applications (Blackshaw & Nazzaro, 2004). Information became accessible for everybody at a really high speed. The actual generation of consumers grew with that and live now surrounded by it: Tuurosong & Faisal (2014) observed that 59 percent of the population (they studied) went on social networks at least once a day. Actually, in every part of our lives Internet is present: we use it to work, to talk, to interchange, to trade, to shop, etc. Today, time-consuming on the Internet for a person in a day is 4.8 hours with the computer and 2.1 hours with the
mobile (Blog du Modérateur, 2015). These statistics prove how Internet is now important and used by so many people in the world.

As Mohr (2013) says, first afraid of changing their methods for an unknown tool that was Internet, brands then understood, that to talk to the new generations, they needed to adapt and modernize their communication strategies. This author completes that, explaining that consequently, most of fashion brands started to see Internet as a new way of advertising and communicating to build strong relationships with their customers by creating Facebook pages, websites and apps for phones for example. Then, Rooney (2011) notes that social media and websites allow maintaining and developing relationships with the consumers. Also, Marsh (2014) asserts that advertisements appearing on a credible website are trusted by consumers. He further indicates that online consumers are concerned about the credibility of advertisements on websites. As a result, most consumers visit credible new websites to validate the content of what they read on social media, because as Mohr (2013, p18) says “it is becoming increasingly challenging to sort out the facts, since the immediacy of information is extreme with no standard to determine the truth”. Also, with these effective information exchanges, advertising is now present in almost all contents and became boring and aggressive for consumers due to its intrusive character (Edwards & Li., 2002).

As the consumers understood the brands’ manipulation and “are exposed to thousands of marketing messages every day” (Magnini, 2011, p243), they express in a general way a discontent in front of the advertising. That is how the consumers’ behavior changed for these last years because it was more and more difficult for us to identify the honest messages in this abundance of advertisements and information as Mohr (2013) explains. So, according to its own statements, this phenomenon has pushed consumers to gather and create a “common sphere to exchange views” (2013, p18). In other words, it is the development of consumers’ community and brand community. For Muniz & O’Guinn (2001, p412) brand community represents a “specialized, non geographically bound community, based on a structured set of social relationships among admirers of a brand”. Thus, it involves interchanging about their experiences, about a brand and service or product.
Although advertising through social media is not free from pitfalls notably related to trust and credibility (Rutsaert et al. 2013), the responsibility is on marketers and advertisers to provide adverts with credible, reliable and trustworthy information. Companies thus have to find other means to touch the consumers in a less offensive and less direct way (Rotfeld, 2008). They have chosen the social networks where the consumers are more and more present, and particularly blogs for their number of readers (Magnini, 2011), but also for the important influence that they have on the purchasing behavior of the latter (Chen, & Xie, 2008).

Social media, defined by Yang, Weng, and Hsiao (2014, p111) as “a set of online tools that supports social interaction among users”, and especially blogs, allow ordinary users to design, individually or collectively, the websites content and make videos freely. Creating blogs, “comprising individuals’ or firms’ online journals, often combined with audio or video podcasts” (Palmer & Koenig-Lewis, 2009, p164), is often motivated by the desire to share with others a passion or interest in one or more subjects (Colliander & Erlandsson, 2015). They represent a source of information for Internet users to share their experiences and express themselves freely (Yang, Weng and Hsiao, 2014), in favorable or unfavorable way about brands. Blogs are a new form of word-of-mouth communication. It is consequently a new effective tool of marketing and communication for the brands, the word-of-mouth being the most powerful media of which the information and the message emanate from average consumers (Alreck & Settle, 1995). Indeed, Chen and Xie (2008, p477) comment that “consumer reviews have become very important for consumer purchase decisions and product sales”. This craziness for blogs is understandable only because of the fact that “consumers trust peer consumers more than they trust advertisers or marketers and evaluate products/services using information that other people provide” (Lee, & Koo, 2012, p1974). Actually, some of bloggers became real references in their topic, started to be a model for people of the new generations, redefined the way of communicating and make business of that (Broll, 2014).

The bloggers in the field of the fashion have an important success. Indeed, as Renata Certo-Ware (2014) outlines, these bloggers are really important in the fashion ecosystem and have enough power on the consumer to get his interest and drive sales. They appear as the good virtual friend whom we consult before making a purchase. It is the one who advises and recommends to us easily, free of charge, and at any time on the last trends.
As the consumer feels like an insider (Burcz, 2014), the notions of credibility and confidence are at the heart of this system. The word-of-mouth (WOM) credibility and especially the “eWOM credibility is a significant issue that affects the individual decisions-making” (Chen, 2015, p1259). Thanks to this clear credibility and this confidence that Internet users have in the bloggers, average consumers can become very influential people who gather around them and build a community with which they have close and regular contacts (McQuarrie, Miller and Phillips, 2013), which has impacts in consumers’ attitudes facing a brand, product or service. This is for example the case of Chiara Ferragni with her blog "Blonde Salad" followed by more than three million followers on Instagram, or Wendy Nguyen who in addition to her blog, has a very popular YouTube channel, especially in the North America. One of her videos, "25 ways to wear a scarf", has been viewed over 29 million times. These new web stars of fashion inevitably attract brands. Indeed, today, more and more bloggers are courted by brands that are ready of paying them to promote their products (Joshi, 2009). Some of them accept these offers at the risk of losing any credibility with their public whereas confidence is the cornerstone of a good and durable relationship with customers (Berry & Parasuraman, 1991). It is the confidence that develops the customer satisfaction and hence his loyalty (Papadopoulou, Andreou, Kanellis and Martakos, 2001).

1.2. Problem

Fashion is rooted in the society and thus used daily by everyone (Ma et al., 2012). As Easey (2009) underlines, this is a huge market in constant evolution that includes thousands of companies and which implies that the companies and brands continue to keep and gain customers, understand the evolution of the consumers’ needs and behavior, and adapt their strategies.

As the Internet changed everything is the last years, and changed from a simple database to a platform of collaboration and interactivity (Campbell, Pitt, Parent and Berton, 2011) brands need to modernize the way they talk to customers. Indeed, “the Internet has evolved from simple information retrieval to interactivity, interoperability, and collaboration” (Campbell et al., 2011, p88) and social media and especially blogs, are a tool that offers a huge space of self-expression for the consumers (Kozinets, 2006). As expose Li, Lai and Chen (2011, p5143), this “advent of online social networking, word-
of-mouth (or viral) marketing is increasingly being recognized as a crucial strategy in social influence and marketing domains”, because it is the consumers that create the marketing content (Heinonen, 2011). Thus, the companies and brands cannot control their image only by marketers anymore, because the consumers have invaded the advertising and marketing fields by the way of social media and word-of-mouth (Berthon et al., 2008; Li et al., 2011). In fact, they use this word-of-mouth tool in the aim of reducing a certain risk in their purchasing decisions (Moore, 2010). As consumers became annoyed of aggressive and lying companies’ advertising (Obermiller & Spangenberg, 1998; Magnini, 2011), they turned to trust advices of “people like them” on the internet and to follow famous bloggers that are reputed for their advices and their sense of fashion, but that are also creating relationships with the followers, as a friend (Halvorsen et al., 2013).

So, here are all the new challenges for actual companies. How can they manage this online community that creates consumer-generated advertising and this word-of-mouth that is doing everything about their reputation? Because as highlight Berthon et al. (2008), advertising has known lot of changes since the beginning (as difference in media used, or the themes…), but now the change that causes the computer graphics advertising is about control: “firms are likely losing their ability to precisely control messages about their brands” (2011, p88). This is where the link between companies and bloggers is really interesting to study and to understand.

This exploratory and descriptive study proved that bloggers by the use of word-of-mouth have a real influence on the purchase intention of the consumers. With this result the authors attempt to show concrete issues for firms about dealing with eWOM (electronic word-of-mouth) and blog marketing in the aim of diffusing product/brand information. Indeed, this study highlights the importance for today's brands, particularly in the fashion sector, to set up new marketing strategies to reach their consumers. Academically, no lot of researches has been done on this subject. This study therefore clarifies some purposes not yet handled. It also helps companies to understand the blogs functioning and how they can integrate them into their marketing and communication strategies.
1. 3. Purpose

The purpose of this study is to observe and explore how the fashion brands use bloggers and their blogs as a new method to advertise and communicate about them and their products to consumers. The study is conducted from an external point of view.

1. 4. Research question

The question that arises thus is: **How do fashion companies make use of bloggers as a new tool of communication to promote their brands?**

1. 5. Delimitations

In this study, the authors analyze the fashion brands in their way of acting with their consumers through the new online communication practices with the advent of the Web 2.0 and social media. Then, this study is not focused on the components of a brand and on traditional methods of communication. However, in order to well understand the using of blogs by the fashion brands, the study also discusses about the online communities, the eWOM, and the opinion leaders and formers.

2. Literature Review

2.1. Branding

2.1.1. The brand

A brand is “a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of the competitors” as Wood (2000, p664) defines. The aim of a brand is to differentiate products and services from the other competitors in the mind of the customers (Brassington & Pettitt, 2006; Kotler & Keller, 2006) in a specific category, create value to customers and build consumer loyalty and consumer awareness (Kay, 2006).
Holt (2004, p3) argues that the “name, logo and designs are the materials markers of a brand” and if the “product does not yet have a history, however, these markers are empty”. It is thus important for the marketers to create a history for the brands and associated meanings. The author also underlines that the difference between a weak or a strong brand “is that these markers have been filled with customer experience” (p3). Thus, to be strong and effective, a brand must have multiple meanings and symbols for the customers. Indeed, according to Kay (2006, p744) a “brand needs to be designed – both literally as a design, but also as a symbol having memorable associations and strong meanings”, because “brands are used to explain why products and services have meaning for consumers”. Paul Feldwick (1991, p4) summarizes a brand like this: “brand is simply a collection of perceptions in the mind of the consumer”. Then, according to Kay (2006) to build a strong brand, the creation and the management of the representations, senses, and meanings of the brand are a central task.

McCracken (1986) affirms that all the symbols and the meanings of a brand originate in the culturally constituted world, and moves into goods and products through the fashion system, word-of-mouth, reference groups, media and celebrities.

2.1.2. The importance of the symbolism in the goods

Today, in our society of mass consumption and in highly competitive environment, the consumers are overwhelmed by the large choice of the offers, the products and services of the companies. “Consumers are surrounded by objects, and they use possessions every moment of the day” (Richins, 1994, p504). Kay (2006) argues that the companies have to differentiate themselves from each other and it is in part through the design process of brands they operate. Although, as mention Doyle and Stern (2006), they must not offer a simple product to customers, but rational and emotional brand aspects. The customers are not only satisfied through the products’ consumption and their rational benefits, but also by the products’ brand consumption and its image and culture according to Schroeder (2005).

Indeed, in our consumer society, the consumption is at the same time real and imaginary (Firat & Venkatesh, 1995) because people purchase products for their symbols and meanings, and not only for their functions (Wattanasuwan, 2005; Veloutsou, 2008). As
Kozinets (2001, p68) explains, the consumer culture includes “a particular interconnected system of commercially produced images, texts and objects that particular groups use – through the construction of overlapping and even conflicting practices, identities, and meanings – to make collective sense of their environment and to orient their members’ experiences and lives”.

Nowadays, consumers seek to express their personality, their values, their membership of a group, and their social position to each other and to differentiate themselves from each other through the purchase and consumption of goods (Featherstone, 1992; Slater, 1997; Elliott and Wattanasuwan, 1998; Hogg et al., 1998; O’Shaughnessy and O’Shaughnessy, 2002). Also, the consumption and the possession of products allow them to understand the others’ lifestyle and identity (Belk, 1988) and perceive the social relationships in their environment (Featherstone, 1992; McCracken 1988; Wattanasuwan, 2005).

Actually, according to Firat and Venkatesh (1995), the consumption and purchase of brands became a social act. Indeed, people use brands to create and develop their personal identity (McCracken, 1989; Phillips, 2003; Ma et al., 2012) and also, as Wattanasuwan (2005) affirms, to situate themselves in the society.

2.1.3. The fashion brands and their consumption

In today’s society, as Ma et al. (2012) say, brands have a central role in the fashion industry as consumers purchase and consume, henceforth, fashion goods for their symbolic meanings. The products are objects full of meanings and thus they are not merely sold for their functional benefits but also for their symbolic meanings (Holbrook & Hirschman, 1982; McCracken, 1988; Holt, 1998). Richins (1994) confirms this by saying that consumers buy goods for the value they provide. Thus, the consumer became a consumer who buys images and not only material things because the “value of possessions resides in their meanings” (Richins, 1994, p504).

As O’Cass (2004) argues, fashion clothing possesses social and economic meanings. Indeed, clothing is a strong way of social expression. Noesjirwan and Crawford (1982, cited in Elliot & Auty, 1998, p109) affirm that “clothing is primarily a means of communicating, not personal identity, but social identity”. In fact, the wearing of clothes
and fashion accessories allows people to identify with a simple look at what social groups they belong to, and in the same way, to which social groups they do not belong (Bennett, 2005). It also allows identifying, through the clothing, the values of the group and then to judge the others (Noesjirwan & Crawford, 1982). This statement involves, according to Holbrook and Hirschman (1982), that the brand must be perceived in the same way by the group and conveys the same meanings to the members forming the group, to possess some strong meanings.

2.1.4. The role of the marketing to build relationships between the brands and the consumers.

For fashion brands, analyze and understand how consumers, collectively and individually, interpret clothes and react to a set of symbols is essential because it allows them to have more control over the decoding of the brand image, create value to consumers, and thus create a strong relationships between them and the brands (Auty & Elliott, 1998; Fournier, 1998). The marketing departments have an important role in creating meanings because it is them who produce the first meanings of a product according customer's needs. Then, as Elliott and Wattanasuwan (1998) explain, the consumers, after purchasing, will appropriate the products, select meaning communicated by the company and develop new meanings in addition to those that have already been developed by the company.

Fashion is a dynamic market, because “fashion changes constantly”, and thus customers’ expectations and behaviours as well (Hines & Bruce, 2012, pIX). Thus, it is more and more difficult for brands to anticipate the customer expectations. Also, as mentions Richins (1994, p506), the consequence of this continual change is that “the meanings of some goods may be stable over time, and the meanings of others are dynamic, reflecting changes in popular perceptions and culture”. Indeed, the basic meanings created by the brand may stay unchanged but the consumers of the products who come from different cultural and social environments can create other meanings. Keller (2003) summarizes it by saying that even if the marketing department creates the first meanings; the final meanings of the product reside in the consumer's mind.
The marketing activities and brand management decisions are essential in the creation of relationships with the consumers. Products may change in the mind of the consumers and have new meanings or more important impacts when they are associated with a popular television character, a celebrity or an influential individual or groups (McCracken, 1988). Bearden and Etzel (1982) affirm actually that reference groups have a strong impact on the choice of the fashion brand made by the consumers. Also, as Kapferer (1997) shows in its concept of brand pyramid, it is important that the brands are expressed in human characteristics and that they communicate emotions to appear as important for customers and to build strong relationships with them. And, as mention Tapscott et al. (2000) customers’ relationships became an important asset for the companies because it constitutes a source of sales revenue.

2.2. The behaviour of the fashion brands consumers

2.2.1. Consumer behaviour face to the brand

The behavior is defined by Allport (1935) as a mental state of an individual, consisting of its experience and information acquired, allowing it to structure its environmental perceptions and preferences, and to guide the way to respond. More precisely, in the field of marketing it consists, according to Assael (2004), of a negative or positive direction of the consumer toward a product or brand. For Eagly and Chaiken (1993, p1) it is more “a psychological tendency that is expressed by evaluating a particular entity, as some degree of favor or disfavor”.

According to Breckler (1984), consumer behavior consists of three dimensions that are cognitive, affective and conative. The author mentions that the first consists of the beliefs of an individual toward an object; the second includes feelings and emotions due to a stimulus; and the third is linked to action and reflects the predisposition to a purchase.

2.2.2. Consumer behaviour in the purchase act

As Solomon and Rabolt (2009) mention, understanding and analyzing the consumer behavior is fundamental to set up an effective marketing plan. According to Azevedo et al. (2009), the way to analyze it is to study the social identity construction of
the consumers. Indeed, as said before, the social construction and the fashion are linked, because the latter allows consumers to express themselves. Thus, as Banister and Hogg (2007) explain this, analyze will allow the companies and brands to understand the fashion industry and the consumption within it.

Solomon et al. (2006, p27) define the consumer behaviour as the “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires”. Schiffman et al. (2008) underline that consumer behavior can be summarized as making decision or act of purchasing, and it also included the experiences of the consumer during the product consumption.

On the other hand, according to Engel, Blackwell and Miniard (1995), the consumer decision process consists of seven stages: the need recognition, the search of information, the pre-purchase alternative evaluation, the purchase, the consumption, the post-purchase alternative evaluation and the divestment.

Blythe (2008) argues that the consumer's environment, in its physical and social aspects, can influence the consumer behavior and then its decision in purchasing. Also, Hawkins and Mothersbaugh (2010) add that the communication situation can also have an influence in the consumer decision process. Indeed, as Solomon and Rabolt (2009) explain, reference groups and communities exist and can have influence on the consumers. They define a reference group as “an actual or imaginary individual or group conceived of having significant relevance upon an individual’s evaluations, aspirations, or behavior” (p422). Moreover, the authors notice that with the development of Internet there is an increasing of virtual communities, that are defined as “affiliative groups whose online interactions are based upon shared enthusiasm for, and knowledge of, a specific consumption activity or related group of activities” by Kozinets (1999, p254).
2.2.3. Consumer behaviour and the opinion formers and opinion leaders

Katz and Lazarsfeld (1955) argue that opinion formers and opinion leaders influence the communication process between the sender and the mass audience. Indeed, as mention Smith and Taylor (2004) communication is multi-phase process. They argue that this communication process allows companies “to communicate directly to the mass (through the mass media) and indirectly through opinion leaders, style leaders innovators, early adopters, influential individuals and opinion formers” (p82). Moreover, as notice Watts and Dodds (2007), people can be influenced more highly by other people than by the media in their decision-making process.

According to Doyle (in the Dictionary of Marketing, 2011) opinion formers are defined as “groups of people, or individuals, who, through their opinions, writings, speeches, attitudes, and social, business, or political associations, are capable of initiating, influencing, and often inspiring the opinions of others, and are therefore targets for marketers and advertisers”. It is often journalists, critics, judges, or government members. According to Smith and Taylor (2004, p77), “opinion leaders, on the other hand, are harder to identify – they are not formal experts, they do not necessarily provide advice but other buyers are influenced by them”. Opinion leaders are often people who have an informal status and who are respected or connected as Watts and Dodds (2007) mention.

Smith and Taylor (2004) notice that in all lines of business the advertisers attempt to reach some opinion leaders who will then influence consumers in their behavior and their buying decision. They mention that in the fashion industry, the leaders are called the style leaders.

2.3. Online communications

Easey (2009, p7) defines the fashion marketing as “the application of a range of techniques and a business philosophy that centers upon the customer and potential customer of clothing and related products and services in order to meet the long-term goals of the organization”. Also, he explains as Fionda and Moore (2009) that marketing strategies and practices in the fashion industry differ from other marketing areas because of the fashion nature of continual change, and the rapidity of development of this
industry.

In this new environment, the image of the brand is an essential component of strong brand because, as affirm Lee et al. (2000), to enter the fashion market and make its place, it requires creating a distinctive and desirable brand image with additional and superior value in relation to competitors. The brand image includes, according to the author, the symbolic meanings, the representation, the associations and the attitudes of the brand that represent it in the marketplace and among the customers. Then, as notices Easey (2009), in order to achieve their objectives, fashion brands make use of classical techniques of communication and advertising and develop more and more new online tools adapted to current special features of the fashion industry.

According to Okonkwo (2007) and Easey (2009), the fashion industry is impacted by the rapid development of the global environment and the advent of new information and communication technologies, which represent new and important challenges for the fashion brands, which must appropriate these new technologies and develop new and elaborate marketing practices. Okonkwo (2007), indeed, adds that these technologies, causing some changes in the consumer’s behaviour, redesign the marketplace and reorganize the fashion brand management.

It is, for Stelzner (2014), the apparition of Internet and more precisely the advent of the Web 2.0 that disrupted the practices of advertising today in the world, because, as explains Mulhern (2009), some characteristic elements of the Web allows the companies and their marketers to surmount the limits and the weak points of traditional mass media. Indeed, “the subsequent proliferation of low-cost internet access opened up opportunities for companies to deal directly with thousands or millions of individual customers” (Palmer & Koenig-Lewis, 2009, p162). As Miller et al. (2009) can complete it, the Web 2.0 allows companies to create closer ties with consumers and online communities, analyze and collect important information about them, and also to sponsor communities, influence their content and interact with them. This is possible because the Web 2.0 created a digital platform with a two-way communication that redesigns the consumer's place in the advertising (Blackshaw & Nazzaro, 2004).
A great issue, as explained by Palmer and Koenig-Lewis (2009, p162), is “the lack of control over communication which this increase of channels implies, as consumers are increasingly able to communicate among themselves, and in this high load communication environment, the marker has to compete for attention with messages from a wide range of peer group-based media” because, as Roberts and Kraynak (2008) notice, the consumer may affect the brand, in a positive or negative way, based on the online image of the brand communicated by the company.

2.3.1. Online Ads

Wang et al. (2002, p1143) argue that “Internet has become a proven medium for advertising and has become a viable alternative to traditional media such as television and billboards”.

Chaffey and Smith (2008) mention that the online advertising is currently interactive. Indeed, Chaffey (2009) explains that online ads encourage the interaction with the consumers asking them to click on the ads to hear a sound or to see a video, to play a game or just to redirect them to a particular website. Peltier, Schibrowsky and Schultz (2003, p98) define the interactive media as “any electronic media that has the capacity to establish two-way communication system between buyers and sellers”. Moreover, the authors precise that interactive media has four main characteristics: “(1) the two-way nature of the communication system, (2) the level of response control each party has in the communication process, (3) the personalization of the communication relationship, and (4) the use and involvement of database technology” (p98).

The online ads have various advantages for companies. It allows increasing the online traffic in the direction of the brands’ websites (Chaffey & Smith, 2008). It can develop the brand image and the brand awareness and also influence the consumers’ purchase intent (Chaffey, 2009). Indeed, as Pavlou and Stewart (2000) say, it can influence the decision making process and the customers’ behavior. Also, it enables to maximize the targeting of the customers and allows reaching small groups (Zeff and Aronson, 2001).

All these positive effects are made possible because of the interactive advertising, according to Karimova (2011), gives an easier transmission of companies advertising
2.3.2 Online Public Relations

Online Public Relations, according to Chaffey et al. (2006, p385), consist of “maximizing favorable mentions of an organization, its brands, products or web sites on third-party web sites which are likely to be visited by its target audience”. More precisely, Ryan and Jones (2009) explain that there are two main points. The first is to increase the visibility of the brand and their products or services on the web and the second point is to manage its reputation. Indeed, Chaffey et al. (2006) mention that the online reputation management is an important aspect of online Public Relations. It consists of “controlling the reputation of an organization through monitoring and controlling messages placed about the organization” (p385). Also, according to the author, the online Public Relations include various activities such as blogs, social networks, media, and the link building.

Taylor and Kent (2006, p145) declare that Internet “is revolutionizing many aspects of Public Relations research and practice”. Indeed, Ranchhod et al. (2002, p151-152) notice the four main differences between the classic Public Relations and the online ones: “the audience is connected to organizations, the members of the audience are connected to each other, the audience has access to other information, audiences pull information”. Thus, Kotler et al. (2013) observe that with the development of Internet the boundary between the public relations and the advertising is henceforth blurred.

Also, Scott (2010) notices that more and more companies are using the blogs for marketing purposes. Ryan and Jones (2009) add that these companies are trying to convince bloggers to make positive comments in their content about their brands, products and services, as they may influence the consumers’ behavior and help to build a strong and positive brand image.

2.3.3. Online Partnerships

As Ryan and Jones (2009) explain, online partnerships consist of an agreement that guarantees a win-win situation for both parties. Chaffey et al. (2006) mention that
online partnerships can be set up via three different means: link building that is also included in Public Relations activities, affiliate marketing and online sponsorships.

- **Link building**
  As the authors define it, the link building is “a structured activity to include good quality hyperlinks to your site from relevant sites with a good page rank” (p386). Also, it allows increasing the visibility of the brand on Internet.

- **Affiliate partnerships**
  According to Chaffey et al. (2006, p388) affiliate marketing is “a commission-based arrangement where an e-retailer pays sites that link to it for sales, leads or less commonly visitors”. As the authors argue, it allows to build and increase a website traffic. Actually, this marketing activity enables to catch other companies’ customers the latter agreeing to direct their customers to other companies (Akçura, 2010). The main advantage is that the companies don’t pay the affiliated companies if there is no purchase or generation of a lead (Chaffey et al, 2006).

- **Online sponsorships**
  For Ryan and Whiteman (2000, cited in Chaffey et al., 2006, p390) online sponsorships are “the linking of a brand with related content or context for the purpose of creating brand awareness and strengthening brand appeal in a form that is clearly distinguishable from a banner, button, or other standardized ad unit”. Actually, the online sponsorships allow to increase a website traffic and redirect the customers towards the website of the company which is the sponsor (Schumann and Thorson, 2007). This is possible because the sponsor appears and has his name in the website of a brand, with which users are familiar or even loyal (Chaffey et al., 2006).

### 2.3.4. Product Placement

Product placement is, according to the definition of Balasubramanian (1994, p29) “a paid product message which is aimed at influencing movie or television viewers through planned and discreet entry of a branded product into a movie or television program”. More recently, Russell and Belch (2005) precise that this practice exists in different types of media but more frequently in movies or in TV programs. Concerning
the form of the placement, Lehu (2007) mentions that the product placement effects produced among the targeted audience depend on the appearance of the placement. According to him, there are four types of placement that are the classic placement, the corporate placement, the evocative placement and the stealth placement.

But, as declare Karrh et al. (2003), whatever the type of placement used, the first goal is to increase the brand awareness among consumers. Cowley and Barron (2008) explain more in depth that the placement can increase, as a first step, the implicit memory of the individuals because it offers to them a more free access to the brand recall memory that may unconsciously extends their attraction and interest for the brand. Secondly, according to the same authors, the placement can enlarge the explicit memory because the plot connection may increase the attention of the auditors and the positive association with the brand. Indeed, as affirm d’Astous and Chartier (2000), the objective of placement is to increase the sales of the brand products but also to create closer ties and develop familiarity with the brand.

Furthermore, Elgan (2006) notices that with the development of the Web, the placement in movies or TV programs tends to be abandoned in favor of placement on Internet, whose the practice is rapidly increasing. Indeed, according to him, the brands and their marketers count on the new online media, writers, or even on bloggers for example to include their products, brand representations, or banners ads in their contents.

2.3.5. Viral Marketing

Chaffey et al (2009) mention that viral marketing is a type of word-of-mouth communication, because it allows people to share their ideas, experiences, advices, and some information through the online platform to other people (Cruz & Fill, 2008). Indeed, according to Chaffey et al (2009, p400), viral marketing “harnesses the network effect of the Internet and can be effective in reaching a large number of people rapidly in the same way as a natural virus or a computer virus”. The viral marketing tools are for example a video clip, an ad, a song, a poem, and a picture.

Viral marketing is a new mean of communication which can bring a lot to companies in the changing environment as Papadopoulos and al. (2001, p322) explain: “Internet
commercialization has created an intense competitive environment forcing organizations to extend traditional marketing practices and focus on developing long-term relationships with customers to ensure their retention and loyalty”.

Also, according to Frick (2010), social media such as YouTube or Facebook or even blogs, allow the companies and brands to reach a maximum of people in a minimum of time. But, as underline Boyd and Ellison (2007, cited by Palmer & Koenig-Lewis, 2009, p163) “individual online social networks have often gone through very rapid life cycles of growth, maturity and decline as communities are first seen as vibrant and attractive, and then lose their appeal to members of the community as they become dominated by commercial interests”.

2.4. The Word-of-Mouth (WOM)

Nowadays, open space of communication is crucial. Actually, as highlights Mohr (2013), it becomes more and more challenging for consumers to sort out the facts as information is now about extreme immediacy with no clue to determine what is true or not. This phenomenon brings people to exchange views together in an online community. It is all about word-of-mouth. Word-of-mouth (WOM) - interpersonal communication about products and services between consumers - is one of the most influential sources of marketplace information for consumers (Arndt, 1967; Alreck & Settle, 1995). As Lee & Youn (2009) and Sen & Lerman (2007) say, consumers are more likely to trust another consumer than advertisers or marketers and to evaluate information about products or services from other people (Herr, Kardes, & Kim, 1991; Bone, 1992; Laczniak, DeCarlo, & Ramaswami, 2001).

2.4.1. The importance of the WOM

Actually, a thing about WOM is that this kind of communication dominates the basic marketing communication as it provides beneficial information by peer consumers who experienced the saying product/service (Mahajan, Muller and Kerin, 1984). Some studies have shown that this way of communication has an impact on the evaluations and the intentions to purchase a product or a service (Herr et al., 1991; Bone, 1992; Harrison-Walker, 2001).
WOM is a marketing-communication dominated by consumers and where the sender is independent of the market. Also, users perceive it as more reliable, trustworthy by consumers than by firm-initiated communications (Schiffman & Kanuk, 1995). Actually, WOM is even more meaningful in the way that consumers are exposed every day to thousands of marketing communication advertising (Pringle, 2004; Marsden, 2006). And concerning the abundance of massive information, individuals often create a defense system in the aim of avoiding them (Rumbo, 2002). Thus, conventional communications theory considers WOM as having a strong influence on consumers’ information search, evaluation, and subsequent decision-making (Brown & Reingen, 1987; Money, Gilly, & Graham, 1998; G. Silverman, 2001).

Also, Herr et al. (1991) show that WOM spreads a better influence on the products judgments of consumers than other form of communication. As an example, some studies confirmed that positive brand attitudes (e.g. consumers’ satisfaction, trust, loyalty) are most of the time antecedents of WOM communication (Mangold et al., 1999; De Matos & Rossi, 2008). So we can say that WOM represents a lot for companies. Indeed the payback of conventional advertising forms have decreased in the last few years because of a certain media fragmentation and elevation of media prices (Marsden, 2006).

2.4.2. Online communities and the eWOM

As said before, Internet with the Web 2.0 changed a lot of things, and concerning communication; the classical WOM has been thus replaced by the eWOM. EWOM can be defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via Internet” (Hennig et al., 2004, p39). In fact, the Web is giving the occasion for customers to share their evaluations online (Avery et al., 1999) and consumers are now using it to express their opinions and experiences (Lee & Koo, 2012). Thus, consumers are writing their experiences but can also read others’ observations (Herr et al., 1991; Lee & Youn, 2009). In this way, they create online communities.
These communities are about eWOM and are findable by any consumer with a computer and an access to Internet (Hung & Li, 2007). There are online platforms where consumers with common interest on products, services or brands are interacting in the aim of having information, such as purchase advices about these products (Kozinets, 1999; Cothrel, 2000). For consumers it symbolizes a free space of talking and also a space of trust. Indeed, a study mentioned that a large majority of Internet users (84%) has already communicated at least with one online community (CyberAtlas, 2001). Furthermore, one study made by Forrester, published in Los Angeles Times (1999), shows that fifty per cent of consumers that visited sites including consumer comments, declared that these reviews from other consumers are really important in their purchasing decisions. That is how it became one of the main tools of communication for companies.

For example, in 1995, Amazon.com started to give the consumers, the possibility of posting their comments about products on its website. Actually, it has approximately ten million reviews about all product categories and these comments are seen as the main popular and successful tool of Amazon (New York Times, 2004). Then, lot of brands understood that the eWOM was the new productive tool of communication and thus started to adapt their strategies in using it in their social media.

2.5. The Web 2.0 and the Social Media

2.5.1. The Social Media

According to Boateng & Okoe (2015), the traditional media advertising know some limitations, as it is one-way communication. But, another form of new communication appeared with the fuliginous growth of Internet, it is the Social Media (SM). This new tool allows a dialog and it promotes the capability to follow and understand the users’ behavioral responses (Rodgers & Thorson, 2000). This ability to offer a dialogue is now essential, because as Stelzner (2014) says, Web 2.0 has redefined the use of advertising in our actual world. Actually, the Web 2.0 gives more and more place to a two-way communication online, that is defined by the dialogue, control and users freedom and that allows interactivity and the involvement of the consumers in the advertising (Blackshaw & Nazzaro, 2004). And as highlights Rooney (2011) this dialogue is helping firms in building customers’ stronger relationships and also in
expanding their market share. More precisely, SM is “a group of internet-based applications that build on the ideological and technical foundations of Web 2.0, and that allow the creation and exchange of user generated content” (Kaplan & Haenlein, 2010, p61).

2.5.2. A specific form of Social Media: Social Networking Sites

One of these Social Media shape are the Social Networking Sites (SNS). A SNS is “a site that facilitates peer-to-peer communication within a group or between individuals through providing facilities to develop user-generated content and to exchange messages and comments between different users” (Chaffey et al., 2009, p11). As explained Mangold and Faulds (2009) these are considered as new sources of online information that are made, broadcast and used by the online community of consumers. As for example, Socialbakers.com (2015) revealed that Coca-Cola has more than 94.4 million fans on Facebook, and McDonald’s has more than 60 million fans, and these numbers show the importance to use SNS in marketing for the companies as it helps to increase the brand awareness and “to attract more customers from the surrounding network of fans” (Dann & Dann, 2011, p15).

In fact, in the e marketing, which can be defined as “the application of the internet and related digital technologies in conjunction with traditional communications to achieve a marketing objective” (Chaffey et al. 2009, p9), Social Network Sites have different added values. First, it allows a mass customization and global access. Actually, with the fast growth of the SNSs, firms can easily have customers from all over the world and as de Vries et al. (2012) and Bruhn et al. (2012) say, SNSs can help to increase the online presence of firms and thus help them to amplify their brand awareness and brand equity. Secondly, Knight et al. (1995) and Chen (2006) consider the SNSs as the principal aspect of innovation in marketing. Thirdly, SNSs bring to firm the possibility of individualization. Indeed, “SNS consumer-tracking technologies make it possible for marketers to send the same message to all of the targeted customers through a company’s home page or by distributing ads on fan pages or by sending different customized messages to each potential customer.” (Deraz, 2016, p22-23). Finally, Social Network Sites provide certain help in maintaining an open, fast and interactive communication between a firm and consumers. According to Kim et al. (2011, p1207) “SNSs create open
markets where large numbers of buyers and sellers participate” and so create an open space of communication.

2.6. Blogs

One form of social media that companies are using more and more is blogs. Indeed, as Doherty (2004) says, fashion industry has highly evolved with the Internet and continues to change, as new categories of online strategies are needed to correspond to consumers ever more digitalized and demanding. A fashion blog is considered as “a consumer-driven information platform publicizing the brand choices made by stylish people to an international audience - a development with considerable implications for fashion industry marketers” (Pihl, 2014, p20). As explains Blood (2004), at the beginning, blogs were simple Internet pages including digital links to different resources and they were manually maintained. But then, as the software that permits to create blogs became free and hosting sites available, the quantity of blogs highly increased. The blogs, according to Filimon et al. (2010, p761) “are based on tools that post the articles almost instantaneously, they have a very dynamic content, are easy to update and have a more personal appearance and lure you to post comments and to communicate”.

Firstly, people are using personal blogs to talk about daily experiences and to express their feelings and opinions (Nardi et al. 2004; Gill et al. 2009). But with time, as Wu and Lee (2012) highlight, the blogs developed a new force of media for companies. As Filimon and al. (2010, p762) explain, “they can be extremely useful for improving the company’s image, with the help of the human faces who upload blogs relating directly to the company”. Thus, blogs and eWOM has become huge useful tools in part of life for lot of consumers; as their purchasing decisions are more active when they have effective and good feedbacks from the blog (Wu & Lee, 2012). Shneiderman (2000) says that opinions from a third party can boost the consumer trust toward a website or a brand and particularly if the blogger is a celebrity or someone known for its skills in particular subject (e.g. fashion, food). Trust can be seen as a regular and honest behavior that is built on same values and can pass through many channels with the Internet; as popular bloggers that charm lot of loyal viewers with trustworthiness as characteristic (Fukuyama, 2001; Stewart, 2003). In this space of sharing information, bloggers can have direct dialogue with each other and give to the readers a narration of daily life that is
close to their attention (Wu & Lee, 2012). As Lin and Kao (2010) say, this builds the relations between the blogger and readers and creates the “blogosphere”. Some highly popular bloggers can attract readers with more “page views” in a certain amount of time than the biggest newspaper circulation, so this influence on the viewers can be used as a business strategy. As an example, as argues Pihl (2014), fashion bloggers spread lot of ideas about how brands can be assembled to create different styles. Actually, as the author explains, they are recognized as opinion leaders with many chances for advertising products. This shows that consumers’ buying purchase decisions are now relying on the trust of bloggers, rather than trust toward the brand, which can be converted into a trust for the product, then bloggers are doing a “trust transfer”. So companies understood that blog-marketing was the new form of marketing and that consumers have lost trust in brands with mass marketing. Then, they started to use them and particularly celebrities’ blogs in the hope of creating new business opportunity, because of the blog involvement on the buying intention (Wu & Lee, 2012). Filimon and al. (2010, p762) summarize that blog has different advantages for company: it allows to present brands’ products and services; it is an easy, fast, and cheap method to observe the consumers’ reactions toward brands and products; it is an efficient tool of Public Relations, and it offers “an immediate global coverage: a 24/7 access and an almost instantaneous communication with the visitors through comments, responses or online chats”.

2.7. Social Media, blogs and branding

Many luxury brands develop their own Social Media (SM) as Twitter or Facebook accounts. In this way, houses and customers can communicate at any time, place and so “old-fashioned one-way communication is changed to interactive two-way direct communication” (Kim & Ko 2012, p1480). Social Media is bringing lot of different advantages for brand: they can “work” with the consumer, create better products or services by collecting reviews and advices, and can reduce prejudice regarding the brand and reinforce the brand value by exchanging information with online people (Kim & Ko, 2012). Again, SM are online media and platforms that facilitate communication, interactions, sharing of content (Richter & Koch, 2007) and as explain Kim & Ko (2012), they appear under different forms, such as weblogs, social blogs, pictures, video and as the opposite of individual social networkers, SM are actively using the media for advertising and marketing. For example, in November 2009, Burberry inaugurated a
Social Network Site: “Artofthetrench.com,” in the aim of creating admiration for their trench coats’ design and create Burberry fans while communicating its culture with customers. As a result, after the site was created, online sales increased and the participation of customers online resulted in growing interest for the brand as Burberry created more stories of the House on the website (Samsung Design Net, 2009).

But as explained before, one of the most actual popular social media for brands is the blogs. As mentions Pihl (2014), the fashion blogs are representing a competitive advantage for the brands that can work with opinion leaders who are able to promote brands and products that represent their style. Here, the main tool used is the WOM, and more specifically the sponsored WOM. Actually, more and more brands use it as a “brand pushers”. It can be explained as paid individuals who, in real-life conditions, come close to unward people and diffuse a profit-making message masked as genuine WOM (Kaikati & Kaikati, 2004) and in the actual marketing conditions, consumers pay attention to others’ opinions in the aim of evaluating marketing and brands’ information. Consumers’ attitude is shaped, for some reasons, in the social norms. It can be caused by a wish of social acceptance or when they meet some uncertain situations (Griskevicius and al., 2006). As fashion bloggers are seen as leaders in the field of fashion, individuals are listening to them and their advices because some studies have shown that the process of purchasing depends on the information related by trustworthy sources (MacKenzie and Lutz, 1989). As explains Chiger (2005, p5), the brands use blogs to have personal exchange and relationships with the actual customers and potential customers and “to give the company a human face” as “people want to buy from people”. Indeed, as the blogs are a two-way communication, readers can become familiar with the bloggers through interactions on the blog, and thus form a real trust. Then the readers are able to believe the recommendations from the blogger, even more if he is a really famous blogger as they are seen as important leader, and finally shop on sites from bloggers’ advices (Hsu, Lin and Chiang, 2013). According to Johnson and Kaye (2009) and Lee and Youn (2009), users considered blogs as one of the most credible source among all the different media. Thereby, “the recommendations of bloggers may influence several stages of buying process. For instance, in the stage of need recognition, blog readers may respond to a blog stimulus (i.e. the blogger readers surf the blog and are attracted by the content of product recommendations written by a blogger). In addition, the recommendations of blogger may play an important resource during the stage of
information search, since many potential customers search for additional recommendations for products they plan to own via Internet. In the final evaluation stage, the recommendations also have influential effects on consumer consideration and choice of an experience product because blogger’s recommendations help consumers perform verification and thus make final purchase decisions.” (Hsu et al, 2013, p80-81).

Thus, brands understood that using bloggers to develop and amplify their branding marketing is a good option. They can do it in different ways to promote their products. These methods are also viewed as methods of monetization by the bloggers (Technorati, 2013).

As explained the blogger EatCleanFit 2A (2016), there is first the advertising on the blog. They can be from different sources. As an example, this blogger is using “Google Adsense” (that also allows to follow the earnings and the blog audience). Indeed, several bloggers put ads on their blogs with a special software (Holtz & Demopolous, 2006) in the aim to earn money (Gardner & Briley, 2008). Some bloggers choose specific fields and topics of ads and others more generic ones (Bair & Gardner, 2014). According to Bair and Gardner (2014), there are several ads forms: text-based advertisements, banner and button advertisements and pop-ups for example. Secondly, brands can use blogger by the way of affiliation. The affiliation consists of all the affiliate links that bloggers put in their blog content and their posts description (Boyer, 2012). In the description, they present all the items, and if the reader loves one of them, he can click on the link and will be directed to the web page to purchase the product as Gardner & Briley (2008) explain. And according to the authors, if the consumer clicks on the link or buys the product, the blogger can perceive a commission. It works with the system of pay per click or cost per action (Holtz & Demopolous, 2006). Then, there are also the sponsorships or partnerships. According to Gardner and Briley (2008), there are different types of sponsorships as sponsored posts, premium ad spaces, exclusive ad placements, simple mentions of the brand in the content of the blog or collaborations for an event (e.g. photoshoot, special collection). Boyer (2012) explains that these methods allow the blogger to be free and to write posts as usual, just adding mention of the sponsor or recommending specific products (Gardner & Briley, 2008). He underlines also that the inconvenience is that the readers can perceive posts as dishonest.
Actually, all these practices are products recommendations or promotion of the brands that are not always revealed to consumers (Ashley & Leonard, 2009). But, even if the online recommendations have generally a positive effect on consumer (Pan & Chiou, 2011), according to Magnini (2011) hidden marketing may have a negative effect on the consumer and on their trust toward the blogger and the brand. According to Petty and Andrews (2008) and Sprott (2008), in covert marketing the sponsor is not revealed and thus the readers do not identify that the post is sponsored by a brand. Actually, as Swanepoel et al., (2009) explain, the blogger make promotion for the brand or its products without mentioning that he received compensation in exchange. On the contrary, “overt marketing informs the reader directly of a company’s involvement in the creation of content” (Liljander et al., 2015, p611). As mention King et al. (2014) is it difficult for readers to distinguish between the true recommendations of the blogger from the sponsored activities.

This is how brands are now using blogs and are considering bloggers as the new influencers (Mohr, 2013). Finally, in addition to widely use the eWOM to convince the consumer, blogs can also give much information to marketers about the consumer behavior or emerging trends (Pihl, 2014). Also, brands can know the customers’ feedback about its products (Liang et al. 2009), about its competitors’ and their own brand image (Pikas 2005; Chau et al. 2009) and also know what is actually happening in the fashion environment and so identify new ideas (Chung et al. 2005; Chau & Xu, 2007).

Finally, the amplification of this new way of communication is developing new challenges for marketing (Reibstein et al., 2009). Indeed, the customer is having the main role in SM substance (Reibstein et al., 2009; Hoffman & Fodor, 2010). Also, “consumer-to-consumer communications tend to dominate Social Media, meaning that consumers significantly influence the tone and availability of marketing information” (Milewicz & Saxby, 2013, p850).
3. Methodology

This methodology part describes and explains the different research methods used to conduct the study and to collect information. Indeed, it explains the different choices concerning the research methods and how the data were collected.

3.1 Method

To conduct a study there is two main different types of research method: the qualitative method and the quantitative method.

3.1.1. Qualitative method

According to Saunders et al (2009, p151) qualitative method is “used predominantly as a synonym for any data collection technique (such as an interview) or data analysis procedure (such as categorizing data) that generates or uses non-numerical data”, and they precise that it “can refer to data other than words, such as pictures and video clips”. Bryman and Bell (2011) confirm this adding that the qualitative researches concentrate on the words rather than the quantification in the collection and the study of the data.

Moreover, Saunders et al. (2009) precise that qualitative data can come from responses to surveys completed online or interviews conducted in face to face or transcripts of entire policy documents, and it requires to be summarized, categorized and structured in order “to recognize relationships, develop and test propositions and produce well-grounded conclusions” (Saunders et al, 2009, p516). Gilbert (2008) completes this idea saying that qualitative research has the objective to explore and analyze issues or facts by presenting and describing data or by analyzing the content of interviews or documents and supports for example.
3.1.2. Quantitative method

On the contrary to qualitative method, Saunders et al (2009, p151) mention that quantitative study is “predominantly used as a synonym for any data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data”. They add that quantitative data can come from “simple counts such as the frequency of occurrences to more complex data such as test scores, prices or rental costs” (Saunders et al., 2009, p414) and to analyze and present these data, and explain the relationships into them or the trends, there are different tools as charts, graphs or statistics.

As Bryman and Bell (2011) affirm, the quantitative method is used to answer questions about measures as for example “how much?” whereas the qualitative method is used to provide answers to questions such as “why?” or “how?”. Indeed, the quantitative method, according to Creswell (2009), allows to test hypotheses and theories by measuring the relationship between different variables studied with the help of measuring instruments and methods of statistics.

3.1.3. Quantitative and qualitative mixed method

Creswell (2009) mentions that there is a third type of research method: the mixed method, combining qualitative and quantitative methods.

According to this author (2003), researchers admit that each method has some limitations and the use of another complementary method could reduce or remove them. Also, it can complement and help the formulation of another method to be more precise in the study.

Finally, also as Creswell (2003, p20) mentions, in this mixed method, “the data collection involves gathering both numeric information as well as text information so that the final databases represent both quantitative and qualitative information”.
3.1.4. Choice of the research method

In this study, the authors have implemented a qualitative method. Actually, the purpose of the study is to observe and describe how the fashion companies use the bloggers, blogs and their contents to promote their brands and their products, in order to give an understanding on the reasons of why they use this strategy. This method is perfectly adapted, because it is according to Saunders et al (2009), a data collection technique whom the aim, mentioning by Gilbert (2008), is to explore and analyze issues or facts by presenting, describing data or analyzing the content of some supports which are in this case six international fashion blogs.

3.2. Types of research

Saunders et al. (2009) mention that there are three main types of research: exploratory, descriptive and explanatory.

3.2.1. Exploratory research

According to Yin (2003) and Brown (2006), exploratory research aims to invest a new field of research to gain new insights about specific issue, and where the problem is usually defined in a general manner because little or no previous research has been done on it. Robson (2002, p59) confirms this idea, saying that this type of research allows observing: “what is happening; to seek new insights; to ask questions and to assess phenomena in a new light”. Saunders et al (2009, p139) complete that “is particularly useful if you wish to clarify your understanding of a problem, such as if you are unsure of the precise nature of the problem”. Adams and Schvaneveldt (1991) summarize pictorially the exploratory research as the explorer or traveller’s activities. Also, Saunders et al. (2009) explain that the exploratory research may induce the researcher, if he is confronted with new data and insights, to change his direction to continue his research. Moreover, as explain Singh (2007, p64) this type of research “is the initial research, which forms the basis of more conclusive research. It can even help in determining the research design, sampling methodology and data collection method”.

3.2.2. Descriptive research

Then, descriptive research consists, according to Robson (2002, p59), “to portray an accurate profile of persons, events or situations”. Yin (2003) completes that this type of research is also named archival research because it can involves the use of archival records. Also, Saunders et al. (2009), precise that descriptive research implies a qualitative method for analyze for example surveys, archival records or secondary data. As mention the latter authors, this type of research can be a complement of an exploratory research, and also a part of an explanatory research.

3.2.3. Explanatory research

Finally, the last type of research is the explanatory researches, which are, according to Saunders et al. (2009, p140), the “studies that establish causal relationships between variables”. The authors explain that the aim is to analyze and explain the existing relationships between different variables by a situation or a problem by observing and analyzing one problem or one situation. According to Yin (2003) explanatory research is also called causal research and has the objective to answer of question “how?” and “why?”.

3.2.4. Choice of the types of research

This study is exploratory and descriptive.

An exploratory research allows building the ground for future studies. That to say, as Robson (2002) explains, to find out what is happening and generate ideas and hypotheses for new researches. For this study, the authors have gathered some information about branding, online communication, social media and blogs, but they didn’t find some information to link these different topics. Indeed, the effects of the blogs in communication and promotion strategies in the fashion industry have not been precisely investigated so far.

Concerning the descriptive research, as said Robson (2002) it allows to portray a situation or phenomenon. The authors used this method to observe fashion blogs, more especially
six international fashion blogs, and then describe what they see in order to studying specific aspects to obtain some results in the aim of making observations about their functioning and their impacts on the followers.

3.3. Population and Sample

3.3.1. Studied population

In this study the population studied is the international fashion blogs. In order to understand this population, six different types of international fashion blogs, four concerning women and two for men, have been selected: this is the chosen sample.

There are two different method of sampling: probability sampling and nonprobability sampling.

3.3.2. Probability sampling

Saunders et al. (2009, p214), explain that “probability sampling is most commonly associated with survey-based research strategies where you need to make inferences from your sample about a population to answer your research question(s) or to meet your objectives”. Also, they add that with this sampling method, the chance that each case or each individuals of the population to be selected is recognized as equal for all of them. Finally, the authors mention that this method of sampling involves currently questionnaires or experimental researches.

3.3.3. Nonprobability sampling

On the contrary, according to Saunders et al. (2009, p233), the “nonprobability sampling (or non-random sampling) provides a range of alternative techniques to select samples based on your subjective judgment”. Moreover, they argue that this method of sampling allows selecting the targeted analysis population and facilitates “to reach the difficult-to-identify members of the population” (p243). There are different types of nonprobability sampling selection method:
• **Quota sampling**
  There is the quota sampling, that is according to Saunders et al. (2009, p 235) “entirely non-random and is normally used for interview surveys” and “it is based on the premise that your sample will represent the population as the variability in your sample for various quota variables is the same as that in the population”. Barnett (1991) summarizes that it is a nonprobability-stratified sampling.

• **Judgmental sampling**
  Saunders et al. (2009, p237) argue that the judgmental sampling “enables you to use your judgment to select cases that will best enable you to answer your research question(s) and to meet your objectives”. Neuman (2005) completes by saying that it is a sampling method which is currently employed when we analyze small samples or when we want to select specific cases that possess relevant information for our study.

• **Self-selection sampling**
  Another sampling method is the self-selection sampling that “occurs when you allow each case, usually individuals, to identify their desire to take part in the research” (Saunders et al., 2009, p241). The authors mention that this way of sampling can involves magazines articles, posts on Internet, letters or even emails.

• **Convenience sampling**
  The convenience sampling method “involves selecting haphazardly those cases that are easiest to obtain for your sample” as say Saunders et al. (2009, p241). However, as pointed out the authors, sampling can be influenced and distorted by the mere fact that some cases have been selected because it is easy to obtain.

3.3.4. **Choice of the sampling method**

To conduct an efficient qualitative case study, the case studies must bring lot of relevant information allowing a deep understanding of the studied phenomenon in the real-life context (Yin, 1994). That is why, in this study, sample selection method is nonprobabilistic, and that judgment sampling was selected. In order to answer to the exploratory purpose of the study, lot of information was needed to explore how fashion brands integrate blogs in their communication and promotion strategies.
Indeed, the selected cases in this study are six different types of international fashion blogs that were chosen for their relevance and their richness of information to the research question, such as the richness of their content, the numbers of visitors, and the frequency of posts and articles. This process, according to Merriam (2009), allows creating theoretical sampling cases.

More precisely, these blogs have been chosen because of these different aspects: size, degree of influence, publics, styles, and presence of brands.

The following section gives a short description of each of the selected fashion blogs of this study.

BLOG 1: “Eat Clean Fit 2a”: it is a fashion blog for women whose author is a French girl aged 25 years. It was created in 2014 and talking about fashion, beauty, lifestyle, and fitness. It has a rather healthy mind hence its name.

BLOG 2: “Chiara Nasti”: it is an eponym fashion blog for women, managed by Chiara Nasti; an Italian girl aged 18 years. She is very popular on social media as she has more than one million of followers on Instagram. Her blog is only focused on fashion apparel and beauty and rather on mass and premium markets.

BLOG 3: “The Fashion Guitar”: it is a fashion blog for women whose author is Charlotte Groeneveld; a Dutch woman aged 30 years. It was created in 2014 and it is rather focused on luxury fashion brands.

BLOG 4: “Comme un camion”: it is a fashion blog for men, managed by a team of six French men aged between 20 and 35 years. It was created in 2014 and is the first French blog in men’s fashion.

BLOG 5: “Different colors & Different styles” is a fashion blog targeted to women rather young. Diana Horsfall, who is from Kazakhstan, and currently editor-in-chief, creative director and administrator of IFBK Seoul, the International Fashion Bloggers in Korea, created it in 2014.
BLOG 6: “One Dapper Street” is a fashion blog for men, managed by a young German guy (Marcel) of 24 years old who is living in New York. He started the blog in March 2013, which is today, considering as one of the best fashion blog for men.

3.4. Instrument to collect the data

In order to collect data, there are several instruments that are presented hereafter.

3.4.1. Case study and multiple case study

Concerning the case study, Robson (2002, p178) defined this instrument of data collection as “a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence”. Yin (2014) mentions that case study analysis must possess five different components: the case study’s question, the propositions, the units of analysis, the logic linking the data to the propositions and the criteria for interpreting the findings. Bryman and Bell (2011) precise that the case can be for example an organization, a person, an event, or a location, which are taken as an object whom the researchers have the objective to analyze it in order to formulate an explanation. It is possible to use the method of multiple case study, which provides more strong evidences and precisions as argue Herriott and Firestone (1983) and Merriam (2009).

3.4.2. Survey

Visser et al. (2000, p223) define a survey research as “a specific type of field study that involves the collection of data from a sample of elements drawn from a well-defined population through the use of a questionnaire”. Indeed, as states Babbie (1990, cited by Creswell, 2003, p14), a survey research involves cross-sectional and longitudinal studies through questionnaires or interview in order to collect data, “with the intent of generalizing from a sample to a population”.
3.4.3. Questionnaire

According to DeVaus (2002, cited in Saunders et al., 2009) a questionnaire “includes all techniques of data collection in which each person is asked to respond to the same set of questions in a predetermined order”.

3.4.4. Interviews

An interview is defined by Kahn and Cannell (1957, p9) as “a purposeful discussion between two or more people”. Saunders et al. (2009) add that interviews method can allow providing valid and reliable data to formulate and give answer at the problem of the study.

3.4.5. Focus group

According to Kitzinger (1994, p103) “focus groups are group discussions organised to explore a specific set of issues”. The author adds: “focus groups are distinguished from the broader category of group interviews by the explicit use of the group interaction as research data” (p103).

3.4.6. Guideline

To collect data, another method that is possible to use is the guideline. It is defined as “a set of rules or instructions that are given by an official organization telling you how to do something, especially something difficult” (Oxford Dictionary, 2016). For this study the guideline used is as follows:

<table>
<thead>
<tr>
<th>Studied topics</th>
<th>Types of collected information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online communities &amp; Social Media</td>
<td>Number of followers&lt;br&gt;Instagram, Facebook, Twitter</td>
</tr>
<tr>
<td>Presence of brands</td>
<td>Affiliations, partnerships, sponsorships, collaborations, advertisements.</td>
</tr>
<tr>
<td>Form of posts eWOM</td>
<td></td>
</tr>
<tr>
<td>Opinion leaders/formers eWOM</td>
<td>Comments: behaviors, attitudes, intentions, participations.</td>
</tr>
</tbody>
</table>
The guideline is used in this study to conduct the content analysis of the different chosen blogs.

3.4.7. Content analysis

Content analysis that is more adapted to qualitative research method (Hsieh and Shannon, 2005) is defined by Krippendorff (1980, p21) as “a research technique for making replicable and valid inferences from data to their context”. As argues Downe-Wamboldt (1992, p314), the objective of the content analysis is “to provide knowledge and understanding of the phenomenon under study”. Also, Krippendorff (1980) mentions that this method has different advantages such as the context sensitivity and its ability to cope with a large quantity of data. Weare and Lin (2000) precise that this method is adapted for collecting website data to observe and analyze trends of web-based content.

3.4.8. Choice of the instrument to collect the data

Yin (1994, p13) defined a case study as “an empirical enquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident”. As states Merriam (2009), the case study allows to obtain a deep understanding of the phenomenon. Moreover, as mentioned Yin (2014), case study research is a suitable and efficient method to answer an exploratory question. That is why, to explore the phenomenon of using blogs as a communication and promotion tool by fashion brands, the authors chose a case study method, as the research question is exploratory.

According to Schramm (1971, p1) “the essence of a case study, the central tendency among all types of case study, is that it tries to illuminate a decision or a set of decisions: why they were taken, how they were implemented, and with what result”. That corresponds to the aim of this study, that to say to understand the use of blogs by the fashion brands.

For this study, a multiple case study is used because, as explained Yin (2014), a single case study is adapted if the case is extreme or unusual and a multiple case if the
case is revelatory or critical. Also, multiple case study research allows obtaining more compelling and more robust evidences (Herriott & Firestone, 1983; Yin 1994).

In this type of research, the researcher collects detailed data over a rather sustain period of time (Stake, 1995). In this study, the authors observed and collected data from six different types of international fashion blogs during one or two years because they have access to the information and posts as they are archived.

Hsieh and Shannon (2005, p1279) precise that content analysis “is usually appropriate when existing theory or research literature on a phenomenon is limited”. This is the case of this study, and that is why, to collect the data coming from blogs, the authors made a content analysis. Also, Downe-Wamboldt (1992) and Schreier (2012) explain that qualitative content analysis is suitable and efficient for describing and quantifying phenomena by collecting and analyzing data and finally interpreting the meanings. This is consistent with the aim to describe and analyze the use of blogs by fashion brands.

4. Empirical study

4.1. Collection of data

4.1.1. Blog 1: Eat Clean Fit 2a (http://eatcleanfit2a.com)

    Lola is a French girl of twenty-five years old who has created her blog in 2014. The blog called “Eat Clean Fit 2a” talks about fashion (mass-market brands), makeup and healthy life (sport & food) and is more targeted to girls from 18-25 years old. Lola has 151,000 followers on Instagram and 4,308 on Facebook.

    The appearance of the blog is rather sober (only white color) with lot of pictures, interactive, really easy to use and to understand. The homepage is made of a banner that represents all categories present on the blog (Fitness, Cooking, Fashion, Beauty, Advices, Travelling and eShop). It is made of interactive banner and pictures (made by Lola herself) from the last posts. A picture, a title and a description represent each of them. Also on the right side are links to her Facebook, Instagram and Twitter accounts and her Youtube channel, a presentation of her, a category “Shop my closet” with links to articles.
on the websites she is shopping. Finally, there is a category “My favorite sites” with below interactive advertisings of the saying sites: Asos, Sephora, MissGuided and Urban Outfitters. If the visitor clicks on these interactive ads, he directly arrives on the website. On average, the frequency of publication of posts on fashion clothing and accessories is once a week. To access to one post the visitor just has to click on it. Then he accesses the post in full, and he can read and submit comments.

The two different types of fashion posts on Lola’s blog are: “#Look” and “Wish List” and are both containing lot of pictures and links to brands’ websites.

In the section “#Look”, the posts consist of a short presentation of one look, several pictures of the look (approximately ten) and links to buy every article she is wearing. Generally, each article is from different brands (e.g. Asos, Pimkie, Adidas, Mango).

In the section “Wish List”, Lola presents the articles she likes and wants for next summer or for Christmas for example. She makes a short presentation, and puts affiliations (links to buy every product she presents).

Also, sometimes Lola makes some partnerships with brands. There, she gives favorable opinions of the brand, posts photos of shooting with the brand’s clothes and puts the link of the website (e.g. partnership with a brand in Corse: “My Parallèle”).

In order to better observe the reaction of the visitors, the authors selected two specific articles: the first on the “Wish List” section and the second one in the “#Look” section.

The “Spring Wishlist” has been published on March the 17th 2016. Here Lola gives fashion ideas for the coming spring and indicates which clothes she wants to buy. There is an article for each utility: shoes, skirt, top, jacket, accessories (bag, sunglasses), and swimsuit. Here, there are ten products (all affiliated) for eight different brands (Topshop, Quay Australia, Adidas, Star Mela, Stradivarius, Pimkie and Forever 21). There is a picture for each article and they are all in the same style/color (great design and easy to imagine a style with that). In the description she talks about the brands, the websites and says that they are trustworthy websites, that she had good experiences with them. Finally, to see the influence of the post on the consumer purchasing decisions and to see the
presence of the blogger, it is interesting to study the comments. In this post, there are twenty-seven comments: seventeen from readers, ten from the blogger as answers, ten positive ones toward the products and seven comments that contain clear purchasing intention.

The “Total Look Black”, has been published on February the 3rd 2016. Here the blogger presents a look for winter that she likes, with her favorite articles of the moment and new ones. The post contains seven products (five affiliated) for six different brands (Asos, Zara, H&M, Prada, Stella McCartney, NYX) illustrated by ten pictures. There are twenty-six comments: thirteen from readers, thirteen from the blogger as answers, thirteen positive in general, five positive toward the products, and three comments that contain clear purchasing intention.

Concerning the presence of the brands in the blog, we can see that there are some interactive ads on the right part of the blog and they are also present in every posts and collaboration with the blogger. In fact, every time the blogger presents an article, there is a link that directs the reader to the webpage where he can buy the article. Also, as said before, there is a direct link to her Instagram account on the blog. The last post on Instagram is about to show products that a brand sent to her. Here, it is sunglasses and jewels from the brand Triwa. The blogger thanks the brand and says that the products are a really nice discovery. Also on the description, when the blogger is citing the brand, the name is affiliated. So it is possible to directly click on it and go on the Instagram account of the brand (where there is the direct link to the website of the online shop). The blogger uses the hash tags “#Triwa”, “#Sunglasses”, “#Watch”, “#Gift”, “#Thanks”. Also on her Snapchat, the blogger often shows products that she receives from brands and says what she loves about it or not.

4.1.2. Blog 2: Chiara Nasti (http://www.chiaranasti.it)

    Chiara Nasti is an Italian girl of eighteen years old who gave her name to the blog she created in 2014. This is a blog for young women, aged between 18-25 years, and discusses various topics on fashion and beauty. This is a blogger rather well followed on social networks with more than one million followers on Instagram, which is a service for sharing photos and videos, and nearly 360,000 on Facebook.
Specifically concerning the blog, its design and appearance make it rather girly, with the color code of pink and white. On the homepage displayed a selection of pictures that seem to be professional and presented as an interactive banner. The latest posts are present on the homepage one after the other. They are composed of one photo and a title and they are dated. All have short titles with keywords. On the right side appear a welcome sentence, direct links to the Facebook and Instagram accounts of the blogger, recent posts and finally an access to archives. On average, the frequency of publication of posts on fashion clothing and accessories is two to three times a week. To access to one post the reader just has to click on it. So then he can access to the post in full, and read and submit comments. Also at the bottom of the page appear suggestions of posts around that he is looking at.

On the homepage we can see different headings: “About”, “My looks”, “My works”, “My diary”, “Beauty”, and “Contacts”.

In the section "About", the blogger presents and explains briefly the purpose of her blog, which is to share her everyday life and her experiences and emotions. Actually, her blog is like a diary.

In the "My Looks" section, there is a succession of looks, each of which puts one particular brand in the spotlight and sometimes the names of the brands appear in the title of the posts. This is the case for example for the following brands:  Guess (“Guess by Marciano”), Liu Jo (“Liu Jo Luxury, a new World”, ”#MissLiuJoLuxury”), Trussardi (“My new Trussardi Jeans Look”, “My Trussardi Jeans”), Paula Cademartori (“My new Paula Cademartori shoes!”), Tezenis (“Fitness Time with Tezenis”, “#TezenisYoungSS2016”), Manila Grace (“A total white look from Manila Grace”), Pepe Jeans (“It’s Pepe Jeans”). There are between two to three posts "Look" that are published weekly. The description of each look is drafted in the form of a small daily adventure: weekend in one city, travels, meetings, visits, and participations to event. Each post contains five to ten pictures of the same outfit. In the description figure the names of the brands and the direct links to the websites of the brands concerned (e.g. Guess, Liu Jo, Pepe Jeans, Boy London, Trussardi, Nero Giardini, 2Jewels, Natwee, Spektra shoes). Each post is dedicated to one or two brands that are mentioned in the description and the
other brands worn are not cited. Also, sometimes, the blogger encourages visitors to take a picture with the article in the spotlight or of the concerned brand and share it on social networks (on Facebook or Instagram), and then the best picture allows the author to win a meeting with her or their picture published on the brand Facebook or Instagram account. It is the case for the brands as Liu Jo that is present in several posts on this blog. Also, for each post it is possible for the readers to react by making comments. Some visitors ask questions, others express their enthusiasm for the products, or even mention their desire to buy it. Moreover, there is another kind of posts like “Desigual NY Fashion show AW16 Collection”. In this case, the fashion brand Desigual wanted to make its fashion show an event open to everyone through live streaming, which is add within the blog post and described by the blogger.

Regarding the section "My Works", the blogger talks about projects she realized as photo shoots for magazines (e.g. Galore, GQ Italia), or for brands (e.g. Liu Jo, Guess, Morellato, Yves Saint Laurent, Vicolo Northland, 4Giveness, Cromia, Tezenis, Crisberry, Puma, Swarovski, VanityFair, House Espin), or advertising spots. These are posts with more professional pictures, and as for the other sections the names of the brands appear with direct links to brands’ websites. Also, readers can make comments. There is on average one post "My Works" weekly that is published. Furthermore, in this section there are also sometimes some challenges as for example “Get It On Challenge by Pepe Jeans London”. The blogger invites readers to make a video like hers that highlights a model of jeans from Pepe Jeans London brand. The video will then be posted on the website of the brand. The links to the brand challenge website are mentioned. When the readers arrive on the website, all the rules, conditions and rewards are explained and they can see the posted videos of participants. For this challenge, the winners win jeans from the new collection.

In the section called "My Diary", the blogger shares her projects, travels and encounters, and explains in detail what they are (e.g. trip to Sardinia and Malta, video made in Miami, article appeared on her in GQ, shopping trip with Pepe Jeans brand).

In "Beauty" part, posts are always built in the same way, with several pictures, mentions of brands and direct accesses to the websites and opportunity to comment. The blogger
speaks about makeup, perfumes, and products for hair and body, that is to say the beauty products (e.g. Yves Saint-Laurent, Adorn).

Finally, in the heading "Contacts", there are the different email addresses of Chiara. The first one is for partnership inquiries, the second one is for press and invitations and the last one to email her.

In order to better observe the reaction of the visitors, the authors selected two specific articles: the first on the “Looks” section and the second one in the “My works” section.

The look article “Denim Fashion Week” has been published on May 4th 2016. Chiara presents an outfit (one shirt and one jean) of the brand Pepe Jeans for the occasion of the Pepe Jeans Fashion Week. This post is composed of seven pictures of the wearing outfit and a legend that mentions the brand with the direct link to access the website of Pepe Jeans. When the reader clicks on the link he arrives on the homepage of the brand but not on the presented articles. Also, this post has fifteen comments. Nine comments are come from readers who give their opinion, ask for advices or more information about other products (e.g. sunglasses). All these nine comments are positive. The readers mention that they appreciate the outfit and find it beautiful. There are also four comments made by other bloggers who share their opinion.

Concerning the second selected article, it is a “My Works” article and is called “A new project - Dimensione Danza”. She presents one brand Dimensione Danza with which she explains that she began a partnership. There is a video in which she appears as the ambassador of the brand. Indeed, it is an ad where the blogger wears the latest collection of the brand. There are also five pictures of the blogger with the clothes of the brand. As usual the brand website is mentioned and when readers click on it, they are directly redirected to the home page of the website of the brand, on which appears before being able to surf on the website a box to subscribe to the newsletter of Dimensione Danza if desired. This article has nine comments. All the comments are positive and three readers say that they particularly appreciate the clothing brand.
4.1.3. Blog 3: The Fashion Guitar

Charlotte is a Deutsch girl who created her blog in November 2010. The blog called “The Fashion Guitar” is talking about fashion (luxury brands), mom life (fashion with her kids), beauty and travels. This blog is targeted girls from 25-35 years old. She is followed by 236,000 people on Instagram, 314,313 on Facebook and 11,700 on her blog.

The appearance of the blog is rather sober, with lot of pictures (looking professional) and interactive. The homepage is made of a banner that represents all the categories present on the blog (Fashion, Fashion Week, Beauty, Travel, Press, Contact) and an interactive banner showing the last articles. On the right part of the page, there are interactive advertising for brands she is working with (Chloé, net-à-porter) (annexes 1 and 2) and images of some clothes (from the new collection of Gucci) including links “shop now” which are leading to the webpage where the readers can buy it. A picture, a title and a description compose each article. Also, on the right side are links to her Facebook, Instagram, and Twitter accounts and to her YouTube channel. On average, the frequency of publication of posts on fashion clothing and accessories is once every two day. To access to one post the readers just have to click on it. Then, they access to the post in full, and can read and submit comments.

The different types of fashion posts on Charlotte’s blog are: “Look” and collaboration with brands such as posts about the new collection or about a product, and are both containing lot of pictures and links to websites.

In the section “Look”, Charlotte makes a short presentation of the look, then posts pictures of the look (approximately ten) and adds links to buy every article she is wearing. Generally, each article is from different brands (e.g. Gucci, Zara, Frame Denim).

Then, there are the collaborations with the brands and there are different ways for Charlotte to expose it on her blog. First, it can be via a post made of photos of her with the clothes, description of items from a new collection of a brand (e.g. Chloé, Movado Edge). Also, sometimes she just exposes pictures from the brand of the new collection as Gucci for Net-à-Porter for example.
In order to better observe the reaction of the visitors, the authors selected two specific articles: the first on the partnership section and the second one in the “Look” section.

The “A downtown love affair” has been published on the May 10th 2016. Here, the blogger is wearing clothes from the Chloe’s new collection: “Chloé Sun Collection”. Charlotte made a description where she talks about the new collection, what does she loves about it and says that she shows in this post her favorite pieces of the collection. Here, five products (all affiliated) are presented in ten photos of Charlotte wearing them. Finally, to see the influence of the post on the consumer purchasing decisions and to see the presence of the blogger, it is interesting to observe the comments. On this article, there are twenty-four comments: nineteen from readers, five from the blogger as answers, seven comments that are positive toward specific items, nine comments that show an influence from the blogger on the reader.

The “To wear color”, has been published on the 8th April 2016. Here the blogger is presenting a look for the winter that she likes, with her favorite articles of the moment and new ones. The post contains six products (all affiliated) for six different brands (Topshop, Frame denim, Acne studios, Celine, Elie Saab, Bottega Veneta) illustrated by ten photos. There are twenty-seven comments: twenty-seven from readers, twenty-seven positive in general, thirteen comments that show an influence from the blogger on the reader.

Concerning the presence of the brands in the blog, there are some interactive ads on the right part of the blog (five for Net-à-Porter, one for Chloé) and they are also present in every posts and collaborations with the blogger. The blogger works with the website “Net-à-porter” which is a website that sells luxury fashion online. On her blog there are five ad banners for this brand. The first one is interactive and is about the last Gucci’s collection (for the one she did an article). There are different images for different items of the collection. It is possible to change of image by the way of clicking on the arrows. And if the readers click on one item they directly arrive on the webpage to buy it. Then, they just have to choose their size and add it to the shopping bag. When then click on the second advertising for this website they directly arrive on the shoes part of the website. The third one is directing to novelties category, forth one to the beauty part and the last
one go to a category call “What to wear”. About the Gucci’s new collection, there are lot of items from this collection when going to the category “Wear what I wear” of the blog. Here are pictures of clothes that wears the blogger. Each picture is affiliated and directs the readers to the webpage to buy it. All of the new Gucci’s collection is affiliated to the site “Net-à-porter”. Also, she posted on the May 16th 2016 a post about the last Chloe’s Collection where she wrote an introduction about the collection, what she loves about it and when she named the brand, the word “Chloe” is affiliated. It is possible to click on it and then the readers arrive on the Chloé’s collection on the site “Net-à-porter”. The post is also on her Facebook account (where she is followed by 314,625 persons) and links directly to her blog. In the description on the Facebook post, the name of the brand is affiliated to the Facebook page of Chloé.

Also, as seen on the homepage, the blogger linked her site to her Instagram, Facebook, Twitter and Pinterest accounts. On her Instagram one (that is followed by 36,000 readers), are pictures link to her articles on the blog. A picture post of May 16th 2016 is a photo from the article about the Chloe’s Collection (“A downtown Affair”, published on May the 10th 2016) where she is using the hash tag “#TheFashionGuitar” “#ChloeGIRLS” that is a remainder because the day she posted the article on the blog, she also posted pictures on the Instagram account including one representing the all look and with the hashtags “TheFashionGuitar, “#ChloeGIRLS”, “#TheNETSET” (about the site she works with: Net-à-porter) and “#SeeItBuyItLoveIt”. This Instagram post had 2 291 likes.

4.1.4. Blog 4: Comme un camion (http://www.commeuncamion.com)

“Comme un camion” is a French blog intended for men and managed by a team of eight French men aged between 25-35 years. The blog was created in October 2014. It discusses on different topics as fashion, trends and beauty and offer looks, tests and advices. It is the first blog in men’s fashion in France and has, on average, 750,000 visitors per month, almost 40,000 followers on Facebook and 16,000 on Twitter and Instagram.

Regarding the appearance of the blog and its organization, it is a simple and sober blog with a white background that highlights photos. When the visitor arrives on the
homepage, he can see one first bar with the different sections, blog, shop and forum and another bar with various headings (looks, trends, tests, advises, brands, shopping, beauty, and seduction), then an interactive banner that highlights certain posts, and below it, a succession of the most recent posts. On the right side of this page appear the Facebook, Twitter and Instagram accounts and a bar where visitors can enter their email address to subscribe to the newsletter of the blog. Below, there is also a box with favorite items in a mosaic and also a toolbox with practical advices (e.g. size guide, glossary, maintenance guide...). Finally, still appear on the right side the best comments and the most popular posts, that is to say the most consulted. There are also video advertisements but not related to fashion brands mentioned on the blog. At the bottom of the homepage is also found shortcuts to categories of items: shoes, tops, bottoms, and accessories. Globally, there are six posts published each week and between four and five concerning particularly fashion clothing and accessories.

The first section, the “Looks” one, is composed of a series of different articles whose each one presents one particular outfit. For each post there are between ten and fifteen pictures which highlight one after the other the different items which composed the outfit, and the legend in the form of little adventure and with the links to the brands websites (e.g. Asos, Faguo, Timex, Veja, Dunhill, AMI, and so many others brands) and more precisely on the page of the products worn on the pictures where the readers can thus immediately see the product, its characteristics and its price and buy it. Also, at the end of the page, there is an information box (website, nationality, style, products sold) on the brands mentioned in the article. And finally, there is the dedicated space for comments where the visitors and readers can react and interact with the bloggers.

The “Trends” section allows users to discover the season's latest trends in men's fashion. This is a list of the most interesting trends in form of several posts. And at the beginning of each season, bloggers start by making a summary of major trends on which they return in detail later. The posts are presented in the same way as the “looks” with several pictures and the possibility to make comments.

In the section “Tests”, bloggers talk about products they have really tested. The posts are composed of presentation of the brand, technical sheet of the product tested, test, fitting, advices and opinion, price of the product and direct links to the brand's website. Each
A post presents one specific product (e.g. J. Hopenstand belt, Crespin shoes, Martenero watch, Island River pants). This type of posts is actually accurate diagnoses of some selected products in various ways: style, comfort, maintenance.

Concerning the advice, the bloggers team advises readers to choose their clothes and accessories, to know how to wear them, how to match accessories and how to maintain them. The authors also give advice to improve the look and dress for different occasions, for a wedding or a party for example.

In the "Brands" section, readers can find the latest articles about new menswear brands that bloggers have identified. It is mostly young French brands but there are also foreign brands (more than one hundred brands). There is a menu that provides direct access to a list of approximately one hundred twenty brands depending on its origin. It is also possible to list in alphanumeric order. Finally, the site's search engine allows to directly entering a brand to see its detail page.

The shopping section is actually a shopping guide. It identifies the best brands, French and foreign stores and websites specialized in menswear. In first there are the last added brands that appear (e.g. Pebble, Martenero, Hacter, Lord Henry, Dao). There is a listing by brands that includes physical sales points and online ones. Direct links to the brands’ websites are present. There are nearly 1,500 brands referenced.

In the section “Beauty” there are cosmetics, perfumes and razors tests. The bloggers also write posts on hair and tattoos ideas, and give nutritional counseling. It also includes a section “Sport”.

The authors selected two specific posts of different section to observe the reaction of the readers of this blog toward the presented brands.

The first one is the look “Skater Chic” that has been published on June the 10th 2014. It is composed of twelve pictures rather professional and a legend, which looks like a little adventure. There are six products that are put in the spotlight: jacket, trousers, shirt, shoes, belt, and sunglasses. The five brands presented are mentioned (J.Crew, ASOS, Veja, BHV, and Super) but there are also the direct links to the brands’ websites for four
brands (J Crew, ASOS, VEJA, Super) and more precisely to the product page, and at the end a box with the presentation of each of these brands. This post has one hundred sixty-eight views and twenty-four comments including especially eight positive comments and six requests about price, size, quality, which induce purchase intention.

The second studied post is a “Test” post. It is “Jeans sur mesure Jeanuine: Test & Avis” published on June the 1st 2015. First, there is a presentation of the brand Jeanuine and of the product, a tailored jeans with the mention of the price (155€) and the mention of website of the brand. When the readers click on the link, they are directly redirected to the webpage where they can create and buy their jeans as explained in the post. This post is composed of sixteen pictures of the product, a technical sheet about the tested jean, the sum up of the test of this jean that is focused on quality and maintenance. Also, it presents the fitting with some pictures and description. Then, the bloggers give their opinion about the jeans and the positive and negative aspects of it. This article has one hundred forty-one views and sixteen comments including five positive comments, five requests about the price, quality, style and size, three purchase intentions, and three questions about the other product (shoes), which are not the principal product of the post. Finally, at the bottom of the page as all the other posts there are some suggestions of other posts, generally the most viewed.

Also, generally on the blog, when the readers are surfing, there are some different interactive advertisements that appear and suggest as small mosaics, products of the brands previously consulted. If they click on it the visitors arrive directly on the product page of the brand and can buy it immediately.

Furthermore, the blog has its own online shop. There are about thirty sold brands. Also, products from collaborations with brands like Billy Belt, Quatre Cent Quinze, Schmoove, or Faguo are sold. Visitors can immediately order the product of their choice.

4.1.5. Blog 5: Different colors & Different styles (http://www.queenhorsfall.com)

“Different colors & Different styles” is an exclusively fashion blog for women created in 2014 by the blogger Queenhorsfall. She is also an editor-in-chief, creative director and administrator of IFBK Seoul, the International Fashion Bloggers in Korea.
This blog is specializing more particularly in street style fashion. The aim of her blog is to share her experiences and insights on fashion ideas and styles inspired from her travels in America, Europe and Asia. It is noticed on her blog that she worked with over one hundred companies over the world. She has 1,508 followers on Facebook, 40,000 on Instagram and 795 on Twitter.

Concerning more particularly the design of the blog, this one is very simple and sober and is in black and white and contains lot of pictures as the others. On the homepage, there are different headings, which are “Home”, “About me”, “My Store”, “Press”, and “Collaboration/Fee/Contact”. Unlike the other blogs studied, this blog has not different sections for different types of posts. Below these headings there is an interactive band with the most popular posts that scroll. Again below it, there are the articles presented one after the other and from more recent to oldest. Also, on the left side there are the archives sorted by year and month, the links to view Facebook, Twitter, Instagram and Google+ accounts of the blogger. There are also extracts from photos posted on Instagram as a mosaic.

Each post is presented in the same way. It has a rather short and catchy title, a legend in the form of little story, and has five to ten pictures. Also, the posts focus generally on two to three brands that are mentioned and accompanied by a link to access directly to the website of the concerned brand. In addition, small thumbnails of each items appearing in the post with its prices and direct access to the product page. Finally, as is the case on other blogs, the readers can make comments, give their opinions or ask questions to the blogger. For example, the brands mentioned are: Madewell, Nina shoes, Miscellani, Nordstream, H&M, Cooper & Ella, NY&Company, Band of Gypsies, Public Desire.

In the section “Press”, figure all different national and international media that the blogger has been published in. Moreover, in the blog the brands with which she works are mentioned. There are for example Bulgari, Pink, Coach, Nina, JC Penney, Wannab K, Susanna, Galanis, Kahri and MinkPink.

Several types of brands mention can be observed. Sometimes brands are simply referred to the inside of the posts. Other times they are mentioned in the title such as the article "Shoulder-off top from Wannab K". In this type of post, only a particular item is
highlighted and in this case it is a top. Although the post focuses on a single product, all of the brands on pictures and their website are listed at the bottom of page. There are also some suggestions of similar products of the same of different brands with direct links to the online shop Saks Fifth Avenue (Derek Lam, AG Jeans, Maison Rabih Kayrouz, Madewell for example).

In other posts, the word “Ad” appears. Thus, it is clearly expressed that the posts have the same aim of an advertisement. For example this is the case of the post “What to wear for Mother’s day or spring collection at NY&Company #Ad”. The blogger, on the occasion of Mother's Day presents two different outfits from the new collection of NY & Company with direct links to access them and buy them immediately. She gives advices and preferences on the various products of the brands. As usual, many pictures illustrate this. The brand is well promoted. In addition, this post has one hundred and fifty one comments. Most readers say that they like the presented outfits and some say they went to see the website and found other outfits that they appreciate. There are others posts of this type with different brands such as Natalia Romana, Palazzo, Bulgari or K-Style. It is clearly partnerships.

4.1.6. Blog 6: One Dapper Street (http://onedapperstreet.com)

Marcel is a German guy, living in New York, who created his blog in March 2013. This blog called “One Dapper Street” talks about fashion for men (luxury brands), street style, trend analysis and styling tips. This blogger is followed by 276,000 people on Instagram, 45,206 on Facebook and 42,271 on his blog.

The appearance of the blog is rather sober, using black and white colors, with lot of pictures (looking professional) and interactive. The homepage is made of a banner that represents all the categories present on the blog (Home, Style Archive, Lifestyle, About) and an interactive banner showing the last posts. A picture, a title, a short description and a small banner with the items he is wearing on the main picture compose each of them. Each item is representing by an affiliated picture that are directly link to the shopping webpage of the product. Also on the top are links to his Facebook, Instagram and Twitter accounts and YouTube channel. On average, the frequency of publication of posts on fashion clothing and accessories is once every two day. To access to one post the readers
just have to click on it. Then they can access to the post in full, and they can read and submit comments.

Most of the time, the blogger presents some looks in partnership with a brand or a site and is giving advices about styling and sometimes he just posts some looks that he likes. All of his posts are containing lot of pictures and affiliated links to the product and brands’ websites.

As an example of partnership with a brand, there is the article “Just in case”, posted on April the 28th 2016. Here, there are five photos of him wearing clothes of the brand. In the description, there is a little story to introduce the product and then he explains why he loves the product, why it is a good one. Also, after the description, the blogger makes advertising for the brand, as he is saying that the week after they are opening their first store, that people have to come and that he will be there himself. At the end of the article, there is a banner with all the items he is wearing on the photos, picture for each items, all are affiliated and are directing the reader to the web shopping page. Also, on his Instagram account, there are pictures of the shooting, where he is citing the brand with a link that goes to the Instagram account of the brand (where there is the link to the website to buy items). He is also talking about the event of opening their store in New York.

There is also the article to promote the new Ray Ban sunglasses’ collection: “Club Round at Coachella”. Here he posted eleven photos to expose the new Ray Ban collection “Clubrounds”. There is a short description with a positive comment towards the sunglasses. There is a link “shop here” that is directing readers to the webpage of the new collection. There is another link to the website on the article, also a banner with the different sunglasses of the collection and if the readers click on one model, they directly arrive on the shopping page of the sunglasses. Even on the home page, on the presentation of the articles, there is banner “Shop the look” with the different sunglasses of the collection that are affiliated (annexe 3). Finally, there are many pictures on his Instagram account with the sunglasses where he is citing the brand too.

Then, when he made a simple look as the article “Botanical stitches”, there are pictures (five), he makes a description of the look and then he posts the links of what he is wearing with the name of the brand, the size he chose, and the link to go shop the article
(annexe 4). Here there are six items for six different brands (Vince Camuto, River Island, COS, Coach, Apple, Troubadour). Also at the end of the article, there is a banner where are pictures of each item affiliated to the web-shopping page (annexe 5).

Concerning the presence of the brands in the blog, they are present in every posts and collaboration with the blogger. The blogger works with the site “Express” which is a site that sells fashion online. On his blog there are multiple posts in partnership with this brand. As an example, in the article “All occasions’ 16” the blogger is presenting few items that the site is selling. There are seven pictures of the look, then he presents the eight items he is wearing on the photo shoot. Five are from “Express” and three accessories are from other bands (The Tie Bar, Ballast, Eton). For each item, there is a link “shop here” that is directing the reader to the webpage where you can buy it. Then there is a description where the blogger is first introducing the look and then the site. In the description there are different links to the website. There is a first one that is directing to the home page of the website. Then, a second one that is directing to the page of suits, and finally, a third one directing also to the suit page. Finally there is a banner with each item wearing on the photo shoot and every picture is affiliated to the webpage where you can buy the product (annexes 5 and 6).

Also every first picture of each post is an interactive picture about the items. In fact, on the picture, there is a sign on every item (on the pants, on the shirt…) when the readers pass the mouse on the item; it appears a small framed with the name of the item (e.g. watch), with the name of the brand and a link to shop it (annexe 7).

Also, as seen on the home page, the blogger linked his blog to his Instagram, Facebook, and Twitter accounts. On his Instagram one (that is followed by 276,000 readers), are pictures link to his posts on the blog and about the brands he collaborates with. A picture posts on the May 17th 2016 is a photo from the article “All occasions’ 16” (to promote the site “Express”) where he is using the hash tag “#Expressmen” “#Expresspartner” and he also puts the link that goes to the instagram of the brand, where is the link to their website.
4.2. Analysis of empirical data

The analysis part aims to analyze the different aspects of the purpose in order to answer the research question that is to say: how do fashion companies make use of bloggers as a new tool of communication to promote their brands?

This chapter covers analyses of the empirical findings by using the theory of the second chapter. Firstly, the analysis shows how bloggers are opinion formers and leaders and how the information is communicated through eWOM. Secondly, it identifies the different online communication tools used by fashion brands in the social media and particularly in blogs.

The empirical data are the sources of reflection to justify observations, explanations and conclusions.

4.2.1. The aim of blogs

According to Colliander and Erlandsson (2015) and Yang et al. (2014) creating blog is motivated among Internet users by the desire to share with others their experiences about one passion or interest and express themselves freely in favorable or unfavorable way about brands. Indeed, all the blogs studied have this aim according to the motivations formulated by the different bloggers, and explain often in the section “About”. For example Chiara Nasti illustrates this point: “With my new blog I would like you to discover who I am, I’ll try to share with you each moment of my life, every experience, every emotion”. Moreover, as observed Pihl (2014), fashion bloggers spread lot of ideas about brands, clothing, and trends. The bloggers of “Comme un camion” confirm this fact saying that on their blog the readers can find “Looks”, posts on trends, tests and advices. Actually, each posts that the bloggers write are dedicated to one or few brands or products, or to a specific style. Effectively, on the blog Chiara Nasti, Eat Clean Fit 2a and the masculine one Comme un camion, the different types of posts are visible and are for example “Looks”, “Trends”, “Wishlist” “Tests”, and “Advices”. More particularly concerning the posts, some bloggers present them in the shape of a little story as it is the case of Comme un Camion, Chiara Nasti, and Different colors & Different style. The others are doing in a more direct way but the aim stays the same: communicate their feelings about the brands and show which products and brand they like. In fact,
bloggers are average consumers (Yang et al, 2014), but appear as the first step in the chain of communication, and more precisely as the initiator of the word-of-mouth, because information and messages emanate from them are communicate directly to the other consumers of the community with which they have close and regular contacts (McQuarrie et al., 2013).

4.2.2. The eWOM (Electronic Word-of-Mouth)

As explained Hennig-Thurau et al. (2004, p39), the eWOM is considered as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via Internet”. In fact, in the blogs, the writer has a free space of opinion expression. In the studied blogs, the main subject is fashion. So here, they are giving their opinion toward brands, fashion sites or products. It can be surely considered as eWOM because they are clearly talking to their readers and so are obviously giving opinions, which are influencing the readers’ opinion. In fact, as an example, in the blog Eat Clean Fit 2a, the posts always started like: “Hi girls, today I am gonna talk to you about some clothes I just bought (...)” or also when Marcel from One Dapper Street is saying “If you don’t plan on attending any weddings, like myself at this point, maybe it’s gonna be perfect for graduation, a summer date night, a horse race or just to look dashing for the heck of it. For me, this textured suit is the epitome of this summer: light and bright, well fitted, and just a hint of that little something special that sets it apart”, there is a clear intention to communicate to the readers and to pass some opinions through the description. Also, as highlight Schiffman & Kanuk (1995), a main perspective of the WOM is that users perceive the information more reliable, trustworthy, from a consumer than by firm-initiated communications. Thus, the blogger is taking a role of the trustworthy-consumer.

This role of a third party is really important, because as said before, consumers are more able to trust a third person than a company. Also, some communication theories consider the WOM as having a strong influence on consumers’ information search, evaluation, and subsequent decision-making (Brown & Reingen, 1987; Money, Gilly, & Graham, 1998; G. Silverman, 2001). This is why the companies are considering these bloggers are their new channel to spread their information and consider them as opinion leaders.
4.2.3. The opinion formers and opinion leaders

According to Doyle (in the Dictionary of Marketing, 2011) opinion formers are defined as “groups of people, or individuals, who, through their opinions, writings, speeches, attitudes, and social, business, or political associations, are capable of initiating, influencing, and often inspiring the opinions of others, and are therefore targets for marketers and advertisers”. Indeed, fashion bloggers are representing average consumers with a particular sense of style, with tips and strong opinions to follow. We can see how popular and followed they are by studying their social media accounts. For example, 76,000 people follow One Dapper Street on Instagram and 45,215 on Facebook. Also, 236,000 persons follow Charlotte from Fashion Guitar on Instagram and 314,801 on Facebook. So there is a huge opportunity for the brands to be seen on these pages.

In fact, as said Smith and Taylor (2004, p82) this process allows companies “to communicate directly to the mass (through the mass media) and indirectly through opinion leaders, style leaders innovators, early adopters, influential individuals and opinion formers”. Also, in the comments posted by the readers on the different posts, we can see the influence that exerts the bloggers on people. For example, in the post wrote by Eat Clean Fit 2a, “Spring Wishlist”, there are thirteen comments from readers whose thirteen that are positive comments toward the blog, the style, five are precisely positive towards the products and three comments that contain clear purchasing intention. Or even when The Fashion Guitar’s author is presenting the new Chloe’s collection in the article “A downtown Love Affair”, there are nineteen comments: nineteen are positives toward the look, seven comments are positive toward specific items, and nine comments are showing an influence from the blogger on the reader. That is where companies understood how important bloggers are and how they are a huge channel to spread information.

4.2.4. Social Media: a two-ways communication system

Indeed, behind the social media, and more particularly in the case of blogs, hides a two-way communication system, which is created by the Web 2.0 (Blackshaw & Nazzaro). As Miller et al., complete, it allows to create a direct dialogue with Internet users and create closer ties with them. Indeed, the bloggers speak to the readers through the narration of their daily life. Also, this fact is illustrated with the possibility for the
readers to interact and to make comments about what the bloggers show or say, on each posts in the box dedicated to make comments. Also, as the readers say if they like for example the look presented or the different products on one wishlist, it allows bloggers and more especially brands to have feedbacks about the products (Liang et al, 2009) and identify what are the trends and find new ideas (Chung et al, 2005). Indeed, there are different reactions among the readers such as “I love the white jeans and those shoes” (issued from Different colors & Different styles blog), which are a simple mention of opinion, “Cute sunnies! Where are they from?” (Issued from Different colors & Different styles blog) which is an information request which can ended in a purchase, “I loved the shoes, I will buy it now” (issued from the blog Comme un Camion), which induced a purchase act. Indeed, blogs have an impact in the buying intention, as argued Hsu et al. (2013) and Pan and Chiou (2011) the recommendations play a role in the purchasing decision and act.

4.2.5. The online communication activities

Furthermore, inside and behind the content of the posts, the authors have observed different kinds of promotional and marketing activities.

Firstly, on the blogs Comme un camion, and Chiara Nasti, there are interactive online ads, which are defined by Peltier, Schibrowsky and Schultz (2003, p 98) as “any electronic media that has the capacity to establish two-way communication systems between buyer and sellers”, and qualified by Wang et al. (2002) as an efficient alternative to traditional media. In these blogs, different kinds of advertising have been identified. On “Comme un camion”, there are interactive ads on the right side of the page related to brands or products of previous consulted brands by the users. For example, after consulting a post and clicking on the product link of the brand “Balibaris”, there is henceforth, a little ad square suggesting different products of the brand quite similar from those consulted. On the blog of Chiara Nasti, the online ads are in a form of video. Indeed, for the advertisement of a new model of Pepe Jeans London jeans, one video made by the blogger is included in the post about this specific product. As explained Chaffey (2009) and Pavlou and Stewart (2000), these ads can develop the brand image and brand awareness and also influence the consumer’s decision-making process and its behavior. It is actually the case, because in some comments, the readers declare that they
visited the website and buy the presented clothes and accessories. It confirms what observed Chaffey (2009): they encourage the interaction with the consumers asking them to click on the ads to participate to a contest or just redirect them to a particular website.

In a second time, there are different methods that are known under the term of online sponsorships. These activities include affiliations, which exist in two different ways: as the mention of links of the brands’ websites and as direct links to products mentioned on the post. In fact, when fashion bloggers are writing new articles about clothes they just bought, or a collection they are presenting, in every description are the links that goes to the brand home page and links that directly goes to the shopping page of each specific items. As an example, when Marcel from One Dapper Street is doing an article with the site “Express” (“All Occasions ‘16”), in the description there are three links of the brand mentioned. One is on the word “Express”, when you click on it, you arrive on the homepage of the website. There are also links on the words “suited” and “suit” and these ones are directing to the page where you can buy suits on the website. On the same article, there is a banner that contains a picture for each item the blogger is wearing on the photos, and every picture is affiliated. It means that when you click on one item that you like, you will directly arrive to the shopping page of the saying item. This is the same when The Fashion Guitar makes an article about the new Chloé Sun Collection, “A downtown love affair”. She says that she is presenting some of her favorite pieces of the Chloé sun collection. All the “Chloé Sun Collection” is affiliated and is directing to the page of the new collection on the website “Net-à-porter”. At the end of the article, there is a banner with a picture for each piece that Charlotte is wearing on the pictures and each picture is affiliated to the shopping webpage of the presented item.

Thirdly, brands can use a last option to be seen on blogs and to have good advertising. This last option is the partnerships/collaborations with the blogger. The brand will contact the blogger(s) (ones that are representative of their style, that match their brand image). Then, they will ask the blogger to present their products on their blog and to make comments about it. Most of the time, brands are using these partnerships when they are launching a new product or a new collection. Then, the blogger has to present it on the social media. Make a description of it, make photos with the clothes and give their opinion. There is a difference with another type of ads for brands. Sometimes they are sending their products to the blogger for him/her to know the product. Then, if they like it
or not, they will tell their opinion. As an example, Lola from EatCleanFit2a received a new pair of shoes from Adidas just to test it. Here for the brand, the advantage is that if the blogger will love the product, he will definitely talk about it, show it on the social media and give good opinions to the readers. But this is different from the well-said collaborations between a brand and a blogger. Here, it is more about to represent the brand, the site, and show it to the readers. In fact, the blogger will have to make some photo shoots with the products, post some articles about it, make positive advertising and give the desire to the consumer to buy it. As an example, in the article “Always on time”, The Fashion Guitar is presenting collaboration with a brand of watches “Movado Edge”. In the post, you can see eleven photos of the blogger with the watch. The blogger is doing a little history about being on time, etc. Then Charlotte is citing the brand, saying that she is really “picky” when this is about watches and that this brand is fabulous for the watches: “Well, I guess one good reason is that I haven’t had a reliable timepiece, until Movado offered me this one from the Movado Edge collection. I am a picky one when it comes to watches – I rarely find one that matches my aesthetic so I must applaud the brand for knowing what I like”. Then, she explains why she loves the product and does some positive ad for the watches: “I like watches that are simple and elegant, yet still have a certain edge to them (especially when you have a tiny wrist like me). Anyway, I feel this watch suits me. It is yellow gold, which goes with my other jewelry, and it’s delicate without being small. It’s sleek, modern and not too feminine. I’m sold!”.

Also, in the description, when comes the name of the brand, the word is affiliated. First, on the word “Movado”, the link goes to the homepage of the brand’s site. Also on the words “Movado Edge Collection” here it goes to shopping page of the watch that the blogger is wearing on the photos. The blogger also posted some pictures about it on her Instagram account where she added the link to the Instagram account of the brand and where she wrote the hash tags “TheFashionGuitar “HelloEdge” “MovadoEdge”. Here, the brands benefit from a huge visibility from all the readers of the bloggers and are using the influence that are exercising the bloggers on people to promote their products. There are also other types of partnerships such as when the blogger becomes the ambassador of the brand, as the case of Chiara Nasti and the brand “Dimenzione Danza”, or when the blogger and brand work together to develop products hand-in-hand, as the case of the bloggers from Comme un camion and brands such as Billy belts, Quatre Cent Quinze, Schmoove and Faguo. Actually, some partnerships and collaborations can be linked to product placements.
Finally, the authors observed that there are some forms of Public Relations. Indeed, as Chaffey (2006) mentions, Public Relations and online reputation management are linked. Also he précises (p385) that it consists “of controlling the reputation of an organization through monitoring and controlling messages placed about the organization”. For this, the fashion brands generally invite the bloggers to some events or organize meetings. For example, Marcel, the author of One Dapper Street blog, was invited to the inauguration of a new Nautica’s store, or Lola, the blogger of EatCleanFit2a, participated to a seminar of three days where different brands were present (annexes 8 & 9). This type of activity allows the brands to develop close ties with the bloggers and convince them to speak about their products in a positive way. Even if some activities have been observed, sometimes it is difficult to identify some of them because they are covert practices. However, it is possible to suppose it, as for example on the blogs of Chiara Nasti, Queenhosfall (Different Colors & Different Styles), or Marcel (One Deeper Street), there are some spaces where the brands can formulate partnerships inquiries or send invitations for some events.
5. Conclusion

The aim of this study was to understand how fashion brands use the bloggers as a new tool of communication. To answer this problem, the authors observed and analyzed six different blogs where brands, through the bloggers’ influence, promote their image and products by the use of new online communication strategies.

Firstly, the fashion brands used the blogger. Indeed, with the development of the online communities and their extent in the life of the consumers, the fashion bloggers are henceforth viewed as new type of opinion formers and leaders. They are perceived as common consumers specialized in a particular field, and the creation of their blog are often motivated by the will to share their opinions and to communicate about their interest for fashion, brands and products. Some of them, as it was observed in this study, are followed by lot of Internet users and are considered as references. This is why the brands are more and more interested in these online influencers. Actually, behind the bloggers hides the eWOM process. That to say, when the bloggers present or speak about one brand for example, they spread information in the all community that follows him. It is one of the indirect and covert method used by the brands to communicate and promote their image and products to their different targets.

Furthermore, in addition of this practice, other online communications activities are used, and these ones are more direct actions driven by the fashion companies and concern the content of the blogs.

One of these strategies is the presence of online advertisements, in the blogs, that are often interactive. There appear in a form of suggestion of products previously viewed in posts content, or just as a mention of the brand’s logo and name. This type of advertisement is actually the equivalent of traditional banners or billboards in public places.

A second method that is the most observed and used by the fashions brands is the affiliation. Indeed, in all the studied blog the approach is used in each post. It consists simply to put the link of specific webpages in the content of the posts under keywords such as the name of the brands or the products that are presented. There are actually two
different types of affiliation: the links that allow to access to the brands’ websites and the ones that are direct access to the mentioned items.

Finally, a third method that is identified in this study is the partnerships and collaborations. These activities consist of an agreement, which guarantee a win-win situation for both parties. It can be for example when the bloggers present the brand partner’s new collection, or when they are the ambassadors of the brands in advertisements, or finally, when brands and bloggers are working hand-in-hand to develop a new product line.

To put it in the nutshell, this study and the observation of these six different international blogs show that the brands, in one hand, use the blogger as human being with the phenomenon of the word-of-mouth, that allows companies to communicate indirectly through opinion leaders, style leaders innovators, early adopters, influential individuals and opinion formers. Indeed, the eWOM credibility that is, according to Chen (2015, p159), “a significant issue that affects the individual decisions-making”. In the other hand, fashion brands use the blog content to incorporate ads “to communicate directly to the mass (through the mass media)” (Smith and Taylor, 2004, p82).

5.1. Limitations

The authors, to give an answer to the problem, selected in nonprobability way six international fashion blogs, some for women and other for men, for their richness of information. Actually, the sample is limited because only six blogs are studied, and thus, it is not necessarily representative of the global blogosphere and fashion companies’ communication practices. Also, as the observation was made from an outside point of view, some methods used by some companies remain unclear and not identified and thus sometimes supposed in the analysis.

5.2. Further studies

The qualitative research is an efficient way to explore and analyze issues or facts by driving detailed case studies. Nevertheless, it will be interesting for further studies to
conduct a quantitative study to understand the impacts of the activities of the brands on the consumers and measure them or identify the trends by numerical data.
6. References


Chin-Lung Hsu, Lin, J. C., & Hsiu-Sen Chiang. (2013). *The effects of blogger recommendations on customers' online shopping intentions*


Kitzinger, J. (1994). The methodology of focus groups: The importance of interaction between research participants. *Sociology of Health and Illness, 16*(1), 103-121.


Stelzner, M.A. (2014). Social media marketing industry report: how marketers are using social media to grow their businesses.


**Websites**


Blogs

Chiara Nasti: http://www.chiaranasti.it

Comme un camion: http://www.commeuncamion.com

Different Colors & Different Styles: http://www.queenhorsfall.com

Eat Clean Fit 2a: http://eatcleanfit2a.com

One Dapper Street: http://onedapperstreet.com

The Fashion Guitar: http://thefashionguitar.com
7. Appendix

7.1. Blog 1 (Eat Clean Fit 2A): Resume of collection data

<table>
<thead>
<tr>
<th>Name of the blog</th>
<th>Eat Clean Fit 2a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogger</td>
<td>Lola, 25 years old, French, Female</td>
</tr>
<tr>
<td>Blogging since</td>
<td>2014</td>
</tr>
<tr>
<td>Background</td>
<td>Girls blog, fashion, make up, healthy life, food, mass market brands</td>
</tr>
</tbody>
</table>
| Number of followers (Social Media) | - Instagram: 151,000  
- Facebook: 4,308 |
| Design, appearance | Sober, white, interactive, ease of use |
| Frequency of posts | - In general: twice or three times a week.  
- Fashion posts: approximately once a week |
| Types of fashion posts | - Looks  
- Wishlists  
- Partnerships |
| Images, pictures, drawing | Lot of images and pictures |
| Presence of brands | - Details of the products and affiliations (links to the brands)  
- Advertising: ad inserts (e.g. asos, sephora, urban outfitters) on the right, low, side of the blog and in the comments space. |
| Comments and interaction of the internet users | Observation of particular posts:  
1) Spring Wishlist:  
- March 17th 2016  
- 10 products (all affiliated)  
- 8 brands: Topshop (twice), Quay Australia, Star Mela, Asos, Stradivarius, Adidas (twice), Pimkie, Forever21  
- In the description she talks about the brands, the sites and said that they are trustworthy sites, that she had good experiences with them)  
- Picture for each articles  
- Same style / colors, unified Look  
- One product for each utility: shoes, skirt, top, jacket,
accessories (bag, sunglasses), Swimsuits
- 27 comments: 17 from readers, 10 from the blogger as answers, 10 positives toward the products, 7 comments that contain clear purchasing intention.

2) Look “Total Look Black”:
- February, 3rd 2016
- 7 products (5 affiliated)
- 6 brands: Asos, Zara, H&M, Prada, Stella McCartney, NYX.
- 10 photos
- Black, chic, style
- Total look: shoes, dress, coat, sunglasses, bag, necklace, makeup
- 26 comments: 13 from readers, 13 from the blogger as answers, 13 positive in general, 5 positive towards the products, 3 comments that contain clear purchasing intention.

### 7.2. Blog 2 (Chiara Nasti): Resume of collection data

<table>
<thead>
<tr>
<th>Name of the blog</th>
<th>Chiara Nasti</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogger</td>
<td>Chiara Nasti, 18 years old, Italian, Female</td>
</tr>
<tr>
<td>Blogging since</td>
<td>2014</td>
</tr>
<tr>
<td>Background</td>
<td>Girls blog, Fashion &amp; Beauty</td>
</tr>
<tr>
<td>Number of followers</td>
<td></td>
</tr>
<tr>
<td>(Social Media)</td>
<td>- Instagram: 1,170,000</td>
</tr>
<tr>
<td></td>
<td>- Facebook: 359,000</td>
</tr>
<tr>
<td>Design, appearance</td>
<td>Girly, pink, young, dynamic</td>
</tr>
<tr>
<td>Frequency of posts</td>
<td>Fashion posts: two-three times posts a week</td>
</tr>
<tr>
<td>Types of fashion posts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Looks</td>
</tr>
<tr>
<td></td>
<td>- Posts on specific brand and products</td>
</tr>
<tr>
<td></td>
<td>- Her works: ad campaigns, photoshoots…</td>
</tr>
<tr>
<td></td>
<td>- Her diary: travels, meetings</td>
</tr>
<tr>
<td>Images, pictures</td>
<td>Lot of pictures (professional pictures)</td>
</tr>
<tr>
<td>Presence of brands</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Details of the products and links to the brands’ websites (e.g. Guess, Liu Jo, Pepe Jeans, Boy London…)</td>
</tr>
</tbody>
</table>
- Several pictures of the blogger with the collection of the brands (for the same brands as mentioned above).
- Video advertisements (e.g. Pepe Jeans London, Dimensione Danza)
- Partnerships where the blogger is the ambassador of the brand and also in the form of contest (e.g. Liu Jo Luxury, Pepe Jeans London).

<table>
<thead>
<tr>
<th>Comments and interaction of the internet users</th>
<th>Observation of particular posts:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1) Look “Denim Fashion Week” (last access on May, 15th 2016)</td>
</tr>
<tr>
<td></td>
<td>- May, 4th 2016</td>
</tr>
<tr>
<td></td>
<td>- Brand: Pepe Jeans</td>
</tr>
<tr>
<td></td>
<td>- 7 pictures of one outfit: one shirt and one jean</td>
</tr>
<tr>
<td></td>
<td>- 15 comments: 9 from readers, 4 from the blogger as answers, 2 demands of advice, 2 readers who give advices, 9 positives comments toward the clothings.</td>
</tr>
<tr>
<td></td>
<td>2) “A new project - Dimensione Danza”</td>
</tr>
<tr>
<td></td>
<td>- Septembre the 2nd 2014</td>
</tr>
<tr>
<td></td>
<td>- She presents the brand “Dimensione Danza”, a brand with which it begins a partnership. She is the brand ambassador and shows it in a promotional video.</td>
</tr>
<tr>
<td></td>
<td>- Link to the website of Dimensione Danza</td>
</tr>
<tr>
<td></td>
<td>- 1 video</td>
</tr>
<tr>
<td></td>
<td>- 5 pictures</td>
</tr>
<tr>
<td></td>
<td>- 9 comments: only positive comments and 2 comments in which readers say they especially appreciate the clothing brand.</td>
</tr>
</tbody>
</table>

7.3. Blog 3 (The Fashion Guitar): Resume of collection data

<table>
<thead>
<tr>
<th>Name of the blog</th>
<th>The Fashion Guitar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogger</td>
<td>Charlotte, Deutsch, Female</td>
</tr>
<tr>
<td>Blogging since</td>
<td>Novembre 2014</td>
</tr>
<tr>
<td>Background</td>
<td>Girls blog, Fashion, Mom Life, Kids, Beauty, Luxury Brands</td>
</tr>
<tr>
<td>Number of followers (Social Media)</td>
<td>- Instagram: 236,000</td>
</tr>
<tr>
<td></td>
<td>- Facebook: 314,313</td>
</tr>
<tr>
<td></td>
<td>- Blog: 11,700</td>
</tr>
<tr>
<td>Design, appearance</td>
<td>Sober, lot of photos, classy, professional</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------------------------------------</td>
</tr>
</tbody>
</table>
| Frequency of posts | - In general: once a day  
|                   | - Fashion posts: three - four times a week |
| Types of fashion posts | - Looks  
|                       | - Selection of products from specific brand  
|                       | - Collaboration with brand |
| Images, pictures, drawing | Lot of professional images and pictures |
| Presence of brands | - Details of the products and affiliations (links to the brands)  
|                    | - Advertising: ad inserts (e.g. Chloé, net-a-porter,) on all the right, side of the blog.  
|                    | - Partnerships (Chloé, Chanel, …) |
| Comments and interaction of the internet users | Observation of particular posts:  
|                     | Chloé’s partnership “A downtown love affair”:  
|                     | - May the 10th 2016  
|                     | - 5 products (all affiliated)  
|                     | - 4 items from Chloé, 1 from Asos  
|                     | - 10 photos  
|                     | - Promoting the new “Chloé Sun Collection”  
|                     | - In the description she talks about the new collection, what does she loves about it and says that she is showing in this article her favorite pieces of the collection.  
|                     | - Picture for each articles  
|                     | - Same style / colors, unified look  
|                     | - 24 comments: 19 from readers, 5 from the blogger as answers, 19 positives toward the look, 7 comments that are positive toward specific items, 9 comments that show an influence from the blogger on the reader.  
| 2) Look “To wear color”: | - April the 8th 2016  
|                       | - 6 products (all affiliated)  
|                       | - 6 brands (Topshop, Frame denim, Acne studios, Celine, Elie Saab, Bottega Veneta).  
|                       | - 10 photos  
|                       | - Total look: shoes, jean, top, coat, sunglasses, bag.  
|                       | - 27 comments: 27 from readers, 27 positive in general, 13 comments that show an influence from the blogger on the reader |
### 7.4. Blog 4 (Comme un camion): Resume of collection data

<table>
<thead>
<tr>
<th>Name of the blog</th>
<th>“Comme un camion”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloggers</td>
<td>Team of eight French men aged between 25 and 35 years</td>
</tr>
<tr>
<td>Blogging since</td>
<td>October 2014</td>
</tr>
<tr>
<td>Background</td>
<td>Men blog, Fashion, Looks, Trends, Tests, Advices, Beauty, Seduction, Shipping guide, Shape, Forum, Online shop = concept store.</td>
</tr>
<tr>
<td>Number of followers (Social Media)</td>
<td>First blog in men’s fashion in France:</td>
</tr>
<tr>
<td></td>
<td>- Facebook: 40,347</td>
</tr>
<tr>
<td></td>
<td>- Instagram: 16,084</td>
</tr>
<tr>
<td></td>
<td>- 500,000 readers per month</td>
</tr>
<tr>
<td></td>
<td>- 750,000 visits per month</td>
</tr>
<tr>
<td></td>
<td>- 3,5 millions of viewed pages per month</td>
</tr>
<tr>
<td>Design, appearance</td>
<td>Simple, sober, list of the articles on the welcome page, useful tips to the right in the page (glossary, size guide, maintenance guide)</td>
</tr>
<tr>
<td>Frequency of posts</td>
<td>- In general: six posts per week</td>
</tr>
<tr>
<td></td>
<td>- Fashion posts: four-five times a week</td>
</tr>
<tr>
<td>Types of fashion posts</td>
<td>- Looks: serie of pictures of a look with description of the clothing, shoes and accessories and direct links to the brands’ websites and the page of the mentioned products (e.g. Asos, Faguo, Timex, Veja, Dunhill, AMI, and so many others brands)</td>
</tr>
<tr>
<td></td>
<td>- Advices about products and style with direct links to the brands’ websites and the page of the presented product.</td>
</tr>
<tr>
<td></td>
<td>- Brands: presentation of different brand on one specific topic.</td>
</tr>
<tr>
<td></td>
<td>- “We have tested”: presentation of the brand, technical sheet of the products, test, fitting, advices and opinion, price of the product and direct to the brand's website (e.g. J. Hopenstand belt, Crespin shoes, Martenero watch, Island River pants).</td>
</tr>
<tr>
<td></td>
<td>- Shopping: guide with best brands, French and foreign stores and websites specialized in menswear.</td>
</tr>
<tr>
<td></td>
<td>- Interactives ads</td>
</tr>
<tr>
<td></td>
<td>- Boxed texts with short presentation of the brands and links to the websites</td>
</tr>
</tbody>
</table>
- Online shop: about 30 brands are sold and also product conceived in collaboration with different brands (e.g. Also, products from collaborations with brands like Billy Belt, Quatre Cent Quinze, Schmoove, Faguo)

<table>
<thead>
<tr>
<th>Images, pictures, drawing</th>
<th>Lot of images and pictures of the product Professional pictures for the posts “Look”</th>
</tr>
</thead>
</table>
| Presence of brands        | - Direct links the the brands’ websites  
- Partnerships/Collaboration with brands in the conception of products (e.g. Billy Belt, Quatre Cent Quinze, Schmoove, Faguo)  
- Interactive ads of previous consulted brands |

| Comments and interaction of the internet users | Observation of particular posts:  
1) Look: “Skater Chic”  
- June, 10th 2014  
- 12 pictures and texts  
- Professional pictures  
- Presented as a little adventure  
- 6 products: jacket, trousers, shirt, shoes, belt, and sunglasses.  
- 5 brands mentioned: J Crew, ASOS, Veja, BHV, and Super.  
- 168 views  
- 24 comments: 8 positive comments, 6 requests about price, size, quality that induce purchase intention.  
- Boxed texts with short presentation of the brands and links to the websites  
2) Test: “Jeans sur mesure Jeanuine: Test & Avis”  
- June, 1st 2015  
- Presentation of the brand and of the products (jeans) with the mention of the brand and the price  
- 16 pictures of the products  
- Technical sheet about the tested jean  
- Test: focus on quality and maintenance  
- Fitting with some pictures and description  
- Opinion of the jeans: positive and negative aspects  
- Price and direct links to the brand’s website  
- 141 views  
- 16 comments: 5 positive comments, 5 requests about the price, quality, style, size, 3 purchase intention, 3 questions about the other product (shoes) which are not |
the principal product of the post.
- Suggestion of other posts.

### 7.5. Blog 5 (Different Colors & Different Style): Resume of collection data

<table>
<thead>
<tr>
<th>Name of the blog</th>
<th>Different Colors &amp; Different Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloggers</td>
<td>Diana Horsfall - “Queenhorsfall”</td>
</tr>
<tr>
<td>Blogging since</td>
<td>2014</td>
</tr>
<tr>
<td>Background</td>
<td>Only fashion - street style fashion</td>
</tr>
</tbody>
</table>
| Number of followers (Social Media) | - Instagram: 40,000  
                        | - Facebook: 1,508  
                        | - Twitter: 795     |
| Design, appearance | Very simple, black and white with picture on the posts. |
| Frequency of posts | - Fashion posts: four-five times a week |
| Types of fashion posts | - On contrary to other blogs, there is no different section concerning the posts. |
| Images, pictures, drawing | Lot of professional pictures of the product and also little picture of some items presented is the posts. |
| Presence of brands | - Direct links to the brands’ websites and products page (e.g. Madewell, Nina shoes, Miscellani, Nordstrom, Forever 21).  
                        | - Partnerships and collaborations (e.g. Wannab K, NY&Company, Lulu*s). |
| Comments and interaction of the internet users | Observation of particular posts:  
  1) “Shoulder-off top from Wannab K”: posts on specific product.  
     - May, 9th 2016  
     - 5 pictures of the Wannab K top  
     - Direct links the concerned product but also to the other products and brands which are presented in thumbnails (Nina Shoes shoes, WannabK skirt, R-Style top, Daniel Wellington watch).  
     - There are also some suggestions of similar products of the same of different brands with direct links to the |
online shop Saks Fifth Avenue (Derek Lam, AG Jeans, Maison Rabih Kayrouz, Madewell for example).
- 46 comments: most of the comments are positive
- This action is qualified as partnership

2) “Ad” post type: “What to wear for Mother’s day or spring collection at NY&Company #Ad”
- May, 2nd, 2016
- 16 pictures
- 2 outfits of NY&Company are presented composed of 7 products.
- 151 comments: lots of positive posts, some readers explain that they found other outfit that they appreciate. This type of post is considered as partnerships.

### 7.6. Blog 6 (One Dapper Street): Resume of collection data

<table>
<thead>
<tr>
<th>Name of the blog</th>
<th>One Dapper Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogger</td>
<td>Marcel, 24 years old, German living in New York, Male</td>
</tr>
<tr>
<td>Blogging since</td>
<td>March 2013</td>
</tr>
<tr>
<td>Background</td>
<td>Mens blog, Fashion, street style, trend analysis, styling tips</td>
</tr>
<tr>
<td>Number of followers (Social Media)</td>
<td>- Instagram: 276,000</td>
</tr>
<tr>
<td></td>
<td>- Facebook: 45,206</td>
</tr>
<tr>
<td>Design, appearance</td>
<td>Sober, black &amp; white, interactive, ease of use</td>
</tr>
<tr>
<td>Frequency of posts</td>
<td>Fashion posts: Not regular. Can be once every 2 week, or 3 times a week</td>
</tr>
<tr>
<td>Types of fashion posts</td>
<td>- Looks</td>
</tr>
<tr>
<td></td>
<td>- Partnership</td>
</tr>
<tr>
<td>Images, pictures, drawing</td>
<td>Lot of images and pictures (professional)</td>
</tr>
<tr>
<td>Presence of brands</td>
<td>- Details of the products, partnership with the brand, the shooting, and affiliations (links to the brands and products: directly to the page to buy it)</td>
</tr>
<tr>
<td>Comments and</td>
<td>Observation of particular posts:</td>
</tr>
<tr>
<td>interaction of the internet users</td>
<td>1) Clubround at Coachella:</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>1) Clubround at Coachella:</td>
<td>- April the 20th 2016</td>
</tr>
<tr>
<td></td>
<td>- 11 photos</td>
</tr>
<tr>
<td></td>
<td>- To expose the new RayBan collection “Clubrounds”</td>
</tr>
<tr>
<td></td>
<td>- Link “shop here” -&gt; directly arrive on the web page of the new collection.</td>
</tr>
<tr>
<td></td>
<td>- Small description with positive comment towards the sunglasses</td>
</tr>
<tr>
<td></td>
<td>- Another link to the website</td>
</tr>
<tr>
<td></td>
<td>- Banner with different sunglasses of the collection</td>
</tr>
<tr>
<td></td>
<td>- If you click on one model, you directly arrive on the shopping page of the sunglasses.</td>
</tr>
<tr>
<td></td>
<td>- Even on the home page, on the presentation of the article, there is banner with the different sunglasses of the collection that are affiliated.</td>
</tr>
<tr>
<td></td>
<td>- Many pictures on his instagram with the sunglasses where he is citing the brand</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2) Look “Just in Case”:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- April the 28th 2016</td>
</tr>
<tr>
<td>- In collaboration with the brand “Nautica”</td>
</tr>
<tr>
<td>- 5 photos</td>
</tr>
<tr>
<td>- Description: little history to introduce the product, then he explains why he loves the product, why it is a good one.</td>
</tr>
<tr>
<td>- Then he is doing some advertising for the brand, saying that the week after they are opening their first store, that people have to come and that he will be there himself.</td>
</tr>
<tr>
<td>- At the end of the article, there is a banner with all the items he is wearing on the photos, picture for each items, all are affiliated and are directing the reader to the web shopping page.</td>
</tr>
<tr>
<td>- On his Instagram account, there are pictures of the shooting, where he is citing the brand with a link that goes to the instagram account of the brand (where there is the link to the website to buy items). He is also talking about the event of opening their store in NY.</td>
</tr>
</tbody>
</table>
8. Annexes

1. & 2.

3.
4.

---

**I'm Wearing:**

- Shirt by Givenchy
- Trousers by Fearless
- Jeans by Criminal Black
- Jacket by Coach
- Watch by Gucci
- Backpack by Coach

...with a strong, athletic body type, wearing a true EU 30 or EU 34.

5. & 6.

---

**Shine Your Passion**

Example if you click on the image of the suit pants:
8. All the bloggers invited to the event

9. Meetings between brands and bloggers
10. Form for brands to contact the bloggers

ONE DAPPER STREET

WORK WITH ME

If you want to talk about a way to work together, please fill out the form below. If you just want to get in touch with me, shoot me an email — kevin@dapperstreet.com

WORK WITH ONE DAPPER STREET

To help you manage incoming offers from brands, seeking partnerships, advocating, or to just placate me, I work with Hey Jude. Please fill out the form below and our communications team will be in contact with you shortly.

Name (required):

Email (required):

Brand/Client Name:

Subject:

What can we work together

SEND IT
Camille PELAT, Groupe Sup de Co
Montpellier Business School
21 years old

Madeleine CABOT, Groupe ESC
Troyes
20 years old