

# PERSONAL STYLE BLOGS

*Appearances  
that Fascinate*

From *Style Rookie* to *Style Bubble*, personal style blogs exploded onto the scene in the mid-2000s giving voice to young and stylish writers who had their own unique take on the seasonal fashion cycle and how to curate an individual style within the shifting swirl of trends. *Personal Style Blogs* examines the history and rise of style blogging and looks closely at the relationship between bloggers and their (often anonymous) readers as well as the response of the fashion industry to style bloggers' amateur and often unauthorized fashion reportage.

The book charts the development of the style blogosphere and its transformation from an alternative, experimental space to one dominated by the fashion industry. Complete with examples of several famous fashion bloggers, such as Susie Lau, Rumi Neely and Tavi Gevinson, the author explores notions of individuality, aesthetics and performance on both sides of the digital platform. Findlay asks: what can style blogging teach us about women's writing and the performance of a private self online? And what drives style bloggers to carve a space for themselves online?

**Rosie Findlay** is Lecturer in Cultural and Historical Studies at London College of Fashion, University of the Arts London.

*'The text is a pleasure to read and very informative, I will certainly recommend it to my students not only for the subject of style blogging but as an example of academic research that they will be able to relate and respond to.'*

Jennifer Anyan, Head of Media & Fashion Styling, Southampton Solent University

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