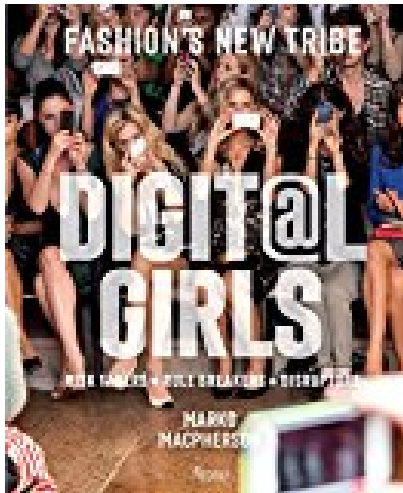


Digital Girls Fashions New Tribe



BOOK DETAILS

- Author : Marko MacPherson
- Pages : 280 Pages
- Publisher : Rizzoli
- Language : English
- ISBN : 0847858855

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BOOK SYNOPSIS

Today's leading online cultural influencers--the female bloggers, designers, entrepreneurs, and activists--who are shaping what's hot and what's not in fashion, beauty, and personal style. The fashion media landscape has evolved drastically with the emergence of fashion's newest vanguard of pioneering women, whose unique takes on fashion and beauty have propelled them to become true powerhouse personalities via their blogs, websites, and social-media profiles. These independent digital influencers, who sit in the front row of fashion shows, front major brand campaigns, and collaborate with luxury brands--whose sense of fashion and style thousands of followers now aspire to--have turned their online personalities into household names. Through intimate interviews and stunning photography by Marko MacPherson, this book presents to readers the worlds of these stylish mavens and how they dress and style themselves, whether filming a beauty video for YouTube, directing a fashion shoot, working from home on a blog, or on the streets flaunting their signature look. A marker of its time, *Digit@l Girls* features today's top social-media stars, such as Leandra Medine (The Man Repeller website), Chiara Ferragni (The Blonde Salad website), Ascia Al Faraj (Kuwait fashion blogger and YouTube star), and Andreja Pejic (notable transgender model/actor). This of-the-moment volume is a must-have for fashionistas, beauty lovers, and those interested in following--or following in the footsteps--of these inspirational women.

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