Evaluating the Potential for Social Change Through Fashion Blogging

A Senior Project

Presented to

The Faculty of the Journalism Department

California Polytechnic State University, San Luis Obispo

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science in Journalism

By

Nina Doering

June 2018

© Nina Doering
ABSTRACT

As fashion blogs grow in popularity and number, much research has been done to evaluate their potential for commercial gain. Little research, however, has been done on fashion blogging’s potential as a vehicle for political and social advocacy. This paper seeks to address this gap by examining two fashion blogs, StyleLikeU and Chinatown Pretty, that combine style blogging with advocacy, in order to understand how they communicate with audiences to pursue their advocacy-oriented missions. In a world where fashion blogging is only growing in popularity, but is increasingly tied to commercial goals, this study is more relevant than ever. This study concludes by positing that these blogs tell intimate stories that advocate through the lens of fashion and personal style. By emphasizing individual empowerment and personal choice in the context of fashion and style, and by celebrating underrepresented communities in a way that departs from mainstream narratives, these sites inspire their audiences to reconsider their own personal fashion choices, and their relationship with their own identity and way of life.
# TABLE OF CONTENTS

Chapter 1...............................................................................................................................6
  Introduction.........................................................................................................................6
  Statement of the Problem.................................................................................................6
  Background of the Problem.............................................................................................6
  Purpose of the Study........................................................................................................7
  Setting for the Study........................................................................................................8
  Research Questions..........................................................................................................8
  Definition of Terms...........................................................................................................8
  Organization of Study.......................................................................................................9

Chapter 2................................................................................................................................11
  Literature Review............................................................................................................11
  Blogging............................................................................................................................11
  Fashion Blogging..............................................................................................................11
    First-Wave of Fashion Blogging....................................................................................13
    Second-Wave of Fashion Blogging...............................................................................13
  Social Media & Social Change......................................................................................14

Chapter 3................................................................................................................................17
  Methodology....................................................................................................................17
  Data Sources....................................................................................................................17
  Participants.......................................................................................................................17
  Research Design...............................................................................................................19
  Data Collection...............................................................................................................22
  Data Presentation.............................................................................................................23
  Delimitations....................................................................................................................23

Chapter 4................................................................................................................................25
List of Tables

Table 1: Ethnography Design & Research Questions ..............................21
Chapter 1

Introduction

Statement of the Problem

Fashion blogging is a relatively new media practice that has rapidly grown in popularity over the last decade and a half (Findlay, 2015). The first fashion blog was created in 2001. By 2006, the total number of fashion-related blogs on the internet numbered 2 million (Rocamora, 2011). By 2010, Blogger.com verified that there were 2 million blogs within the fashion genre on their website alone (Rocamora, 2012). While much research has been done on this growing practice’s potential to launch blog authors into fame and achieve commercial success (Abidin, 2013) (Findlay, 2015) (Arsel & Zhao, 2012) (Marco, 2016), little research has been done on fashion blogging’s potential as a force for social and political advocacy. As fashion blogs continue to grow in popularity, we’re urged to ask the question: What is their true potential? While blogging’s real power and potential as a practice is often questioned (Siles, 2011), is it possible that blogging, and in particular fashion blogging, can have a real impact on peoples’ lives? Can blogs be used effectively to advocate for social change? This study seeks to address this question by studying two contemporary fashion blogs that combine content about fashion and style with advocacy. This study examine these blogs’ strategies for engaging audiences to perform advocacy and social-justice oriented missions, in order to better understand the vast orientations and potential of the rapidly growing field of fashion blogging.

Background of the Problem

The 21st century has been characterized by the rise of digital and network technology (Franklin, 2017). This has resulted in a multitude of new innovations and methods of sharing information and connecting with others. One of these innovations is the weblog, or blog. Blogs are personal websites that include personal commentary and content, and often use “hyperlinks” to direct the reader to other pages and share relevant information (Blood, 2000). These sites combine aspects of journalism, personal diary-writing, and include everything from political commentary to recipes, and take just moments to create,
connecting authors to potentially broad global audiences. Through the rise of blogs, alongside the rise of other technologies such as mobile phones with built-in high-quality cameras and voice recorders, social media, and the growing availability of the internet, citizens have become permanent content creators and storytellers. Storytelling power is no longer in the hands of the few but in the hands of the many; virtually anyone is able to connect with an endless amount of people digitally, in a multitude of ways. Aided by the rise of related technologies, blogging continues to grow in popularity, and has rapidly split into different subgenres. One of the fastest-growing subgenres is fashion blogging, or blogs centered around the subject of fashion (Drezner & Farrell, 2008).

Fashion blogging as a practice has received much scholarly attention largely due to its potential to launch its authors into commercial success (Abidin, 2013). Many of the first fashion bloggers have gone on to notable fame and success, including Susie Lau of Style Bubble, who has held roles including commissioning editor of Dazed Digital, contributor to Vogue, among many others, and Tavi Gevinson of Style Rookie, who founded the online magazine Rookie and launched a successful acting career based on her blogging success (Rocamora, 2011). There continues to be a growing number of contemporary fashion bloggers achieving substantial fame and commercial success through blogging, profiting from commercial partnerships, speaking events, and advertisements, among other avenues (Arsel & Zhao, 2012). While the practice of fashion blogging has been thoroughly examined as an avenue for commercial success, it has not been examined as an avenue for other successes such as advocating for and affecting political and social change. The potential of fashion blogging to perform advocacy remains unexamined.

Purpose of the Study

The purpose of this study is to explore the potential of fashion blogs to act as sites of advocacy and forces for social change. This will be studied through a digital ethnography of two fashion blogs, Chinatown Pretty and StyleLikeU, whose missions are oriented towards social justice and advocacy. This study will be undertaken in order to further understand the nature and potential of fashion blogging as a practice, and to understand how these two contemporary fashion blogs incorporate advocacy into their
fashion-oriented content. By the end of this study, I will posit that these blogs advocate for social issues by telling intimate stories of individuals through the lens of fashion and personal style. I will further conclude that by telling stories that emphasize individual empowerment and personal choice in the context of fashion and style, and by celebrating underrepresented communities in a way that departs from mainstream narratives, these sites affect social change by inspiring their audiences to reconsider their own personal fashion choices, and their relationship with their own identity and way of life. This conclusion will be explained in detail and expanded upon further in the chapters following.

**Setting for the Study**

This study will take place as a qualitative data collection and research-driven effort for a senior project at California Polytechnic State University, San Luis Obispo. Two fashion blogs, *Chinatown Pretty* and *StyleLikeU* will be analyzed through a digital ethnography of each website. These sites were chosen due to their success and wide viewership, as well as their social justice-oriented missions. Research will be broadly guided by four research questions, and will ultimately be collected and concluded on the basis of content witnessed and analyzed as part of this digital ethnography. The research questions ask the following: How do these blogs incorporate advocacy into their communication with audiences? How do audiences respond to these blogs? What patterns emerge as we examine these sites’ and user interactions with content? Do these blogs appear to have an impact on audiences?

**Research Questions**

1. How do these blogs incorporate advocacy into their communication with audiences?
2. How do audiences respond to these blogs?
3. What patterns emerge as we examine these sites’ and user interactions with content?
4. Do these blogs appear to have an impact on audiences?

**Definition of Terms**

The following terms are defined to assist the reader and provide context in this study.
Weblog: A discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries ("posts") (Blood, 2000).

Hypertext: The electronic linking of a wide range of written texts and images, brought together in a constantly shifting configuration of networks (Rocamora, 2012).

New Media: Methods of mass communication that use digital means such as the internet; the term "new media" came into prominence in the mid-1990s, often replacing the term "multimedia" (Hui Kyong Chun, Watkins Fisher, Keenan, 2006).

Ethnography: The recording and analysis of a culture or society, usually based on participant-observation and resulting in a written account of a people, place or institution (Coleman & Simpson, 2018).

Digital Ethnography: The process and methodology of doing ethnographic research in a digital space; to examine communities and cultures created through computer-mediated social interaction (Garcia, Standlee, Bechkoff, Cui, 2009).

Inductive Coding: A research method which turns qualitative data into quantitative data, in which there is no preconceived hypothesis, but allows for theory to emerge from the content of the raw data (Miller, 2013).

Open Coding: An initial phase of data collection, involving identifying, naming, categorizing and describing phenomena found (Corbin, Strauss, 2015).

Organization of Study

This study will be organized into five chapters to help guide the reader through background information on the rise blogging and fashion blogging as a subgenre of blogging, as well as existing
literature on social media use for advocacy and social change, concluding in a summary, analysis and discussion of the data collected through this study. Chapter one states the problem of the study and provides information the rise of fashion blogging as a practice, the main research topics to be explored, and the study’s general methodology. Chapter Two is a literature review providing background information on blogging and fashion blogging, as well as a review of prominent literature regarding the use of social media to facilitate social change. Chapter Three explains the methodology of digital ethnography which is used for data collection. Chapter Four details the research questions, the data that was collected which was guided by the research questions, and a summary of the information gathered as part of the ethnographic data collection. Chapter Five, the final chapter, summarizes the results and ultimate conclusions of the study, and suggests areas for future research to expand upon.
Chapter 2

Literature Review

This review focuses on the existing academic literature on fashion blogs and their rise as a new media form of communication, as well as the existing literature on the use of social media for advocacy and social change.

Blogging

A blog can be roughly defined as “a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries” (Blood, 2000, p. 2). Blogs emerged from early “email lists and instant messaging communities, as a means of informing a dedicated reader base about items of interest to the authors, news, and personal information” (Williams & Jacobs, 2004, p. 12). The term “blog” originally comes from the term web and log shortened and put together into its current form, coined by blogger Peter Merholz in 1999. The birth of blogs occurred in the 1990’s, along with other new forms of information sharing such as websites and online forums. While their rise to popularity was slow at first, they began to grow rapidly at the start of the 2000’s. In 1999, before the creation of ready-made blogging platforms, there were 50 blogs; In 2008, there were 184 million (Rocamora, 2012). Today there are many more. A defining feature of blogs is their hypertextual nature. Hypertextuality refers to “the electronic linking of a wide range of written texts and images, brought together in a constantly shifting configuration of networks” (Rocamora, 2012). Hyperlinks, or links, allow users to go from one site to another by clicking on a new link. Hypertextuality points to blogging’s collaborative nature. More often than not, blogs include hyperlinks as a defining feature of their landscape; this helps to create digital communities with networks of people who share similar interests, sharing information through links with one another. This background on blogging is important in developing an understanding of the rise of fashion blogging for the context of our study.

Fashion Blogging
Fashion blogs, a subgenre of blogging, are a relatively new development in the broader context of blogging. The first fashion blog was created in 2001, while the total number of fashion-related blogs on the internet numbered 2 million by 2006 (Findlay, 2015). By 2010, Blogger.com verified that there were 2 million blogs within the fashion genre on their website alone (Rocamora, 2012). Fashion blogs are vast and it is helpful to divide them into categories. Most fall under the wider category of either corporate or individual fashion blogs, the former being owned or run by a company, and the latter being run by an individual (Rocamora, 2011). Individual fashion blogs are broad and contain many subgenres, such as street style blogs, personal style blogs, blogs that focus on a particular commodity, such as shoes or hats, to name a few. Personal style blogs and street fashion blogs are the two types of blogs that are studied as part of this research paper. Personal style blogs refer broadly to “blogs whose authors post pictures of themselves to document their outfit on a regular basis” (Rocamora, 2011). Street fashion blogs refer to blogs that document outfits of strangers they see on the street, whose style inspires them or fits into the larger theme of their blog (Luvaas, 2017).

It is often debated which blog was truly the first fashion blog, but many have decided upon three blogs beginning in the year 2001: She She Me (started in January 2001), a blog consisting of diary entries that sound similar to the narration on the television series Sex and the City, Primp (created in November 2001), a blog whose writer recommends various beauty and fashion products with links to purchase them, and DFR: Daily Fashion Report (started in February 2002), a man’s personal take on the happenings of the fashion industry. The first personal style blog as we know it today was created in 2003, titled nogoodforme, and was created by an American woman to document her daily style choices (Rocamora, 2011).

Fashion blogging has evolved greatly since its early days, and it’s helpful to divide this evolution into two distinct periods, as done so by Rosie Findlay in her article, The Short, Passionate, and Close-Knit History of Personal Style Blogs. Understanding these two periods of fashion blogging helps us understand how the blogs studied in the context of this study fit into the broader landscape of fashion blogging and its development.
First Wave of Fashion Blogs

Fashion blogging began as an “alternative, creative means of identity play through fashion” (Rocamora, 2011, p. 110). Fashion blogs have their roots in being a place of identity formation, individually and collectively (Rocamora, 2012), through practicing creativity through fashion discussion and outfit production, as well as providing a space to connect with like-minded others to discuss fashion in a different way than the broader fashion media. “[In first-wave fashion blogging] the focus was more theoretical than sartorial, then-that is to say, no one was outfit blogging or talking about must-haves in the blogosphere…fashion bloggers were mainly people interested in wider issues around fashion, as opposed to being strictly about consumptive experiences” (Findlay, 2015, p. 161). During this time, blog posts often contained long-form writing, and generally did not include photos, which is not the case in today’s highly visual blogosphere. The characteristics of “first-wave” fashion blogging are especially important in the context of this project’s qualitative research, as many of these blogging characteristics can be seen in the blogs studied in this project, Chinatown Pretty and StyleLikeU.

Second Wave of Fashion Blogs…Today

Fashion blogging today is often intertwined with the broader fashion industry and the commercial practices and values that go along with it. It can be argued that the second-wave of fashion blogging began in 2009, when a select few style bloggers were invited to sit in the front row during Milan Spring/Summer Ready-To-Wear fashion week, and the public began to realize the profit-making and status-cementing potential of fashion blogging (Findlay, 2015). A New York Times article said of this event, “Fashion bloggers have ascended from the nosebleed seats to the front row with such alacrity that a long-held social code among editors, one that prizes position and experience above outward displays of ambition or enjoyment, has practically been obliterated. The personalities behind [blogs] in turn, are becoming as famous as some magazine editors” (New York Times, 2009).

It can also be argued that the second-wave of style blogging began in 2008, when Susie Lau, author of Style Bubble, one of the first widely-read personal style blogs, was asked to be the
commissioning editor for *Dazed Digital*, the digital component of the magazine *Dazed & Confused*, based on the quality of her blog content. This marks an important turning point in the history of blogger notoriety; one in which people began to understand that you could make money, move up in your career, and achieve celebrity status through fashion blogging. Once it was realized that fashion blogging could lead to lucrative opportunities, blogs began to evolve into commercial spaces, being seen more as a career for the blogger, rather than a space of identity creation (Rocamora, 2012). As bloggers have evolved from more or less “ordinary” people, to writers with celebrity status, the blogger-reader relationship has changed, altering the nature of fashion blogging itself, from a space of identity play to a space for status creation and professional growth.

There are of course exceptions to each “wave,” as they are not rules, but rather overarching themes. Some select blogs have indeed been started in recent years that more closely resemble the ethos of the first-wave of fashion blogging. “What marks the difference between these two movements, then, is not necessarily when they were started but the ethos underpinning the blog” (Findlay, 2015, p. 170). As fashion blogging has evolved, much literature has examined blogging practices that align with the latter category of “second-wave” fashion blogging, studying the practice as a vehicle for commercial success. However, little research has been done on fashion blogging for community advocacy, or as a catalyst for social change. This paper seeks to fill this gap by examining the potential of fashion blogs to act as spaces for advocacy. By filling this gap and over the course of this study examining two contemporary fashion blogs that incorporate advocacy into their content, it will be shown that the two blogs studied tell intimate stories that advocate through the lens of fashion and personal style, ultimately inspiring their audiences to reconsider their own personal fashion choices, and their relationship with their own identity and way of life.

**Social Media & Social Change**

Much research has been done on social media’s power to gather people together and empower them in advocating for causes or participating in political processes. Given that there is little literature in
existence evaluating fashion blogging’s potential for social change, and given that fashion blogging is a form of “social media,” it is relevant and useful to review literature examining social media’s potential for creating social change, and will be pertinent to this study to understand fashion blogging’s potential for advocacy and social change.

Amir Hatem Ali’s *The Power of Social Media in Developing Nations: New Tools for Closing the Digital Divide & Beyond* examines the role social media played in the Egyptian revolution of 2011, which was centered in Cairo’s Tahrir Square. Citizens relied heavily on social media sites such as Facebook to coordinate many of their protest efforts. After days of protests against statewide corruption, and a calling for the resignation of President Hosni Mubarak, Mubarak took the unprecedented step of disconnecting internet services throughout the nation for five days. This action demonstrated how fearful the state was of the power of the internet to gather citizens to advocate for social change. “Social media brought to the Egyptian people a sense of self-empowerment — through the capacity to speak and assemble — that was previously not there” (Ali, 2009, p. 187). The success of these protests showed the power of social media to gather citizens to advocate for social change. As fashion blogging is a genre within social media, this study supports fashion blogging’s potential as a catalyst for social change.

*The Political Power of Social Media: Technology, the Public Sphere, and Political Change* similarly evaluates the potential of social media in organizing people to advocate for social change. Author Clay Shirkey defines social media broadly as “text messaging, e-mail, photo sharing, social networking, and the like” (Shirkey, 2011, p. 29). Shirkey says the main strengths of social media are providing information, providing tools for local coordination and gathering, and providing a place for citizens to communicate privately amongst themselves. While it is difficult to conclusively evaluate the potential of social media as a tool for social change, as these changes often occur over a span of decades rather than weeks, months, or years, Shirkey concludes that social media is invaluable in gathering citizens to communicate with one another and share information. Says Shirkey, “Despite [a] mixed record, social media have become coordinating tools for nearly all of the world’s political movements”
(Shirkey, 2011, p. 30). Fashion blogs portray many similar characteristics to the social media platforms mentioned above, by acting as spaces where like-minded people can gather to discuss topics of significant interest to them, such as fashion and style as they understand it (Rocamora, 2012). By acting as virtual spaces for like-minded people to share information discuss ideas, fashion blogs have the potential to facilitate advocacy and, inevitably, social change.
This chapter will explain the methodology used for data collection for this research study. The main methodology used was a digital ethnography of two fashion blogs. (Appendix A, B) Through this ethnography, we hope to broaden our understanding of how these blogs incorporate advocacy into their fashion-centered content, in order to further realize fashion blogging’s potential as a vehicle and potential source for advocacy and social change. Further details regarding the methodology for this study are provided below.

Data Sources

The data collection for this study comes from a digital ethnography of two weblogs, Chinatown Pretty and StyleLikeU. These sites were chosen due to their popularity and their wide readership, as well as their social justice-oriented content. Each blog has over 10,000 followers on Instagram in addition to having received much press coverage and national acclaim (Wong, 2018) (Hardy, 2017). Each blog describes itself as having a mission beyond that of sharing ideas related to fashion, and frequently references themes of advocacy and social justice throughout its blog content. Chinatown Pretty describes its mission on its blog as: “to celebrate the beauty in diversity and immigrant cultures.” StyleLikeU describes its mission on its blog as: “home to a series of radically honest docu-style video portraits that redefine our culture’s notion of beauty, each piece of our content is driving public engagement around the reversal of the fashion and beauty industry’s status quo.” I will further expand upon the characteristics of each blog studied below.

Participants

Chinatown Pretty
**Chinatown Pretty** is a photojournalism project and blog started by Valerie Luu and Andrea Lo in 2015. Its Instagram page is its most popular outlet, with a follower count of over 16,000. Its mission is described on its blog as “to celebrate the beauty in diversity & immigrant cultures.” Its Instagram biography is: “Celebrating the street style of seniors living & grocery shopping in Chinatown”. Its posts are most often artfully composed photos of seniors living in chinatowns across the country, accompanied by a short interview which provides a background of the person’s life. Captions will often include descriptions of the realities of life as an immigrant in the United States, such as the following, taken from an Instagram post from June, 2017: “Xui Ying Chin, wore a shirt she made 40 years ago when she worked at a clothing factory. Over coffee and snacks, she told us that since she was 12, her father would go to Boston to work in a Chinese restaurant, then come back to Guangzhou, China to live for 2-3 year stretches. This was normal: her grandfather and great-grandfather also spent most of their time working in America to send money to their families back home.” By highlighting the above story, and others like it, Chinatown Pretty sheds light on immigrant narratives - narratives that often fall wayside to mainstream representations of fashion and personal identity. By telling stories such as this, it challenges notions of personal fashion and identity among audiences. **Chinatown Pretty** was chosen as part of this project as it is a contemporary fashion blog that intertwines fashion-oriented content with notions of advocacy, social justice, and community work.

**StyleLikeU**

**StyleLikeU** is a fashion-focused storytelling project started by a former fashion stylist and her daughter. Its manifesto, found on its website reads: “Disentangle Style From Fashion. Dress to Express Your Inner Spirit. Be Unapologetically Yourself. Consume Consciously. Embrace Your Unique Identity. Turn Your Struggles Into Strengths. Create Your Own Definition of Beauty.” On its blog’s “about” section, it describes its mission as “home to a series of radically honest docu-style video portraits that redefine our culture’s notion of beauty, each piece of our content is driving public engagement around the reversal of the fashion and beauty industry’s status quo.” The blog is most famous for its docu-series
What’s Underneath, composed of video interviews with different men and women that explore everything from mental health, racism, sexism, ageism, to struggling with cultural beauty standards, with the purpose of challenging societal notions of beauty. The blog mainly uses video to capture stories of inspiring individuals with unique notions of fashion and personal style. The blog’s creators, Lily Mandelbaum and Elisa Goodkind, have been featured as guest speakers at different universities and companies, and regularly host seminars for middle and high school girls, focusing on topics of body-image, confidence, social media, and the mass media. StyleLikeU was chosen to be studied as part of this project because it is a contemporary fashion blog combining fashion-oriented content with notions of advocacy, social justice, and community work.

Research Design

*Digital Ethnography*

Digital ethnography is a type of research that examines online practices and offline practices shaped by digitalization. It has become increasingly popular in the recent years, in line with the growing influence of the internet in most people’s everyday lives (Varis, 2014). This research method is used in qualitative and quantitative research alike, and there exists a growing body of literature on its success in both types of research, to examine culture and communication in digital environments. This approach to research continues to grow in popularity, for those who seek a holistic method for examining culture and communication in digital spaces (Varis, 2014).

Ethnography is inductive - meaning, it relies on observations to create hypotheses, rather than approaching research with preconceived hypotheses. “Ethnographic fieldwork is essentially a learning process, where research is guided by experience gathered in the field; it is a mode of discovery and learning” (Varis, 2014). I chose to take an ethnographic approach in this paper so that I could authentically and accurately analyze the aforementioned blogs through original research, without relying too heavily on preconceived academic findings. This ethnographic approach allows my research to inform my conclusions, rather than allowing outside academic literature to do so. While I was guided and
informed by foundational research questions, and while I did draw from many academic articles to support and lend weight to my argument in this paper, I ultimately drew conclusions based on themes and concepts found through conducting a digital ethnography.

Using this research method involved analyzing each blog’s website and Instagram page (the primary mode in which audiences access their content); seeking patterns of behavior and themes which related to the research questions of: How do these blogs incorporate advocacy into their communication with audiences? How do audiences respond to these blogs? What patterns emerge as we examine how users interact with these websites’ content? Do these blogs appear to have an impact on audiences? As discussed, these research questions are intentionally broad, to act as a foundation for, but not to constrict, research. This allowed for the bulk of research conclusions to come from the digital ethnography conducted, rather than to come from preconceived hypotheses.

*Inductive Coding*

Inductive coding is a method of analyzing qualitative data that is defined within Grounded Theory, developed by Barney Glaser and Anselm Strauss in 1965 (Corbin & Strauss, 1990). Grounded Theory is a method of qualitative data collection that is “inductive”, meaning that it collects data first and then draws conclusions, rather than approaching a project with a hypothesis or theory in mind. “The incidents, events, and happenings are taken as, or analyzed as, potential indicators of phenomena, which are thereby given conceptual labels” (Corbin & Strauss, 1990). This method of analyzing data involves the generation of theory from systematic research, leading to the emergence of conceptual categories (Grounded Theory Institute, 2014). Behavior is observed for patterns and takeaways, and theories are later formed, or inductively concluded based on research. This method of qualitative data analysis was chosen to be used in this study due to its holistic nature, to ensure the most complete data analysis possible in analyzing these weblogs for patterns related to how these blogs communicate with audiences to incorporate advocacy into their fashion-centered content. (Appendix C)
Open Coding

Also founded in Grounded Theory, open coding refers to the practice of coding data collected for re-emergent patterns of behavior, concepts, and themes, without being guided by a hypothesis, framework, or predictor of results (Corbin & Strauss, 1990). In open coding, “events/actions/interactions are compared with others for similarities and differences. They are also given conceptual labels. In this way, conceptually similar events/actions/interactions are grouped together to form categories and subcategories” (Corbin & Strauss, 1990). Open coding is one of the first stages of data analysis, when information begins to be categorized and grouped, before conclusions are drawn. This method of qualitative data collection was again chosen to be used in this study due to its holistic nature, to allow for the most complete and valid data collection possible in regards to patterns that explain how the blogs incorporate advocacy into their fashion-oriented content.

Table 1
Ethnography Design - Research Questions

<table>
<thead>
<tr>
<th>Research Question</th>
<th>Evaluation Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How do these blogs incorporate advocacy into their communication with audiences?</td>
<td>• Instagram</td>
</tr>
<tr>
<td></td>
<td>-- Open Coding</td>
</tr>
<tr>
<td></td>
<td>-- Inductive Coding</td>
</tr>
<tr>
<td></td>
<td>• Blog</td>
</tr>
<tr>
<td></td>
<td>-- Open Coding</td>
</tr>
<tr>
<td></td>
<td>-- Inductive Coding</td>
</tr>
<tr>
<td>2. How do audiences respond to these blogs?</td>
<td>• Instagram</td>
</tr>
<tr>
<td></td>
<td>-- Open Coding</td>
</tr>
<tr>
<td></td>
<td>-- Inductive Coding</td>
</tr>
<tr>
<td></td>
<td>• Blog</td>
</tr>
<tr>
<td></td>
<td>-- Open Coding</td>
</tr>
</tbody>
</table>
3. **What patterns emerge as we examine these sites’ and user interactions with content?**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>Open Coding -- Inductive Coding</td>
</tr>
<tr>
<td>Blog</td>
<td>Open Coding -- Inductive Coding</td>
</tr>
</tbody>
</table>

4. **Do these blogs appear to have an emotional impact on audiences?**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>Open Coding -- Inductive Coding</td>
</tr>
<tr>
<td>Blog</td>
<td>Open Coding -- Inductive Coding</td>
</tr>
</tbody>
</table>

**Data Collection**

The data collection methodology that is used in this study is a digital ethnography that evaluates two fashion blogs. The ethnography will be informed by research questions, and will use inductive and open coding methods to detect recurring themes and patterns of behavior in the blog spaces. Blogger-created content, as well as audience-created content, will be used to evaluate how these sites engage with audiences to perform advocacy. For this digital ethnography, I will evaluate the most recent 30 blog posts on each blog’s Instagram page and on each blog’s website, using open and inductive coding methods to find emergent themes and concepts, indicated by audience and blogger behaviors. I will do this by copy & pasting information from blog posts into a Microsoft Word document, highlighting the information for re-emerging themes, and then further organizing that information into distinct categories and recurring concepts. I will then use these concepts to form research conclusions, in regards to how these blogs communicate with audiences to incorporate advocacy into their content. This evaluation will be informed by the following research questions: How do these blogs incorporate advocacy into their communication?
with audiences? How do audiences respond to these blogs? What patterns emerge as we examine how users interact with these websites’ content? Do these blogs appear to have an impact on audiences?

**Data Presentation**

Data will be collected based on observations of digital environments. Content from Instagram and blogs will be captured through copy & pasting of content onto a Microsoft Word document. This content will then be analyzed, highlighted and coded for reemerging key words and ideas. Themes and patterns of behavior will be recorded as they arise in a document of field notes. This method of data collection and presentation ensures that the research will be presented in the most complete and holistic way possible.

**Limitations**

There are certain limitations to this study that remain out of my control. The first is that this is a brief, 10-week study. Due to this short amount of time, I’m not able to conduct ethnographies of additional blogs beyond these two, which may further strengthen research. I also am not able to supplement my ethnography with additional interviews, oral histories, or the like, which could further strengthen conclusions drawn from the data. This research study is also taking place during a normal university quarter, with multiple other classes also competing for time, so the time allotted to complete data collection and analysis is limited.

**Delimitations**

There are limitations to this study based on the scope of research completed. Due to the time restraint and the location of the study, it was not possible to conduct ethnographies on additional websites to draw broader conclusions. Additionally, this study focuses on the potential of fashion blogs, without regard to other subgenres of blogging. Due to the time and resource constraints of this study, it was necessary to limit my research to one specific subgenre of blogging, and therefore the conclusions may
not be applicable to other subgenres of blogging. Finally, the conclusions drawn in this study are specific to the two blogs studied here. While conclusions may be implicitly applicable to other fashion blogs, the information gathered in this study relates primarily to the particular fashion blog environments at hand.
Chapter 4

Data Analysis

Chapter 4 will provide descriptions of the blogs examined over the course of this study and summarize the results of the data collected. Data will be presented in the form of themes found through this project’s digital ethnography. This data will be followed by excerpts of text from the ethnographic analysis, further illustrating these themes. The emerging themes were guided and informed by our initial research questions. It is ultimately concluded that StyleLikeU and Chinatown Pretty tell intimate stories that advocate through the lens of fashion and personal style. It is also concluded that by emphasizing individual empowerment and personal choice in the context of fashion and style, and by celebrating underrepresented communities in a way that departs from mainstream narratives, these sites inspire their audiences to reconsider their own personal fashion choices. These findings will be further expanded upon below.

Description of Participants

Chinatown Pretty

Chinatown Pretty is a photojournalism project with an Instagram page with over 16,000 followers, a Facebook page, and a blog. Their instagram biography is “Celebrating the street style of seniors living & grocery shopping in Chinatown.” The blog was started by Valerie Luu and Andrea Lo, two Asian-American women, in 2015, initially created as a photojournalism story for The Bold Italic.com, titled Chinatown Sartorialist. The story featured photos of San Francisco Chinatown seniors captured by Luu and Lo, whose style and spirit inspired them and reminded them of their grandmothers. The article was so popular that it inspired the pair to continue on with the project. The blog began by featuring seniors in San Francisco’s Chinatown, and has since developed to include seniors from chinatowns throughout American different cities. Their posts are most often beautifully composed street-style photos of seniors walking and living in chinatowns across the country. Posts are often accompanied by a short
interview, giving background into the subject’s life; how they came to the United States, what career they had before coming to the United States, how they like to spend their weekends, and many more personal details. Captions will often include harsh realities of life as an American immigrant, and incorporate details of the struggles immigrants face in the United States.

The project often collaborates with and is supported by community organizations centered around bringing attention to San Francisco Chinatown and the issues seniors may face there, including those of healthcare, housing, and economic insecurity, among others. One such organization is 41 Ross, a San Francisco Chinatown-based art gallery started by the Chinatown Community Development Center and the Chinese Culture Center of San Francisco that, “promotes dialogue, appreciation, and creative engagement around the local culture practice by everyday people in Chinatown” (41Ross, 2017). This gallery supports their project in a myriad of ways, most notably by hosting exhibitions in their gallery space, featuring Luu & Lo’s work for Chinatown Pretty. Chinatown Pretty was chosen as part of this project as it is a contemporary fashion blog that intertwines fashion-oriented content with notions of advocacy, social justice, and community work.

StylelikeU

StyleLikeU is a storytelling project started by a former fashion stylist, Elisa Goodkind and her daughter, Lily Mandelbaum, with an Instagram page with over 90,000 followers, a Facebook page, and a website. The blog was created to inspire confidence and self-acceptance among women and men around the world, as a reaction to the increasingly rigid standards of beauty Goodkind witness working as a stylist in the fashion industry. It is most widely known for its docu-series titled “What’s Underneath,” where the two women interview subjects deemed, according to StyleLikeU’s blog, “countercultural free-thinkers,” about their clothing and their lives. As these discussions take place, those interviewed take off layer after layer of clothing, symbolizing a show of “what’s underneath” their clothing, as they make themselves internally and externally vulnerable. According to their blog’s “about” page, the mother and
daughter seek to inspire confidence in people around the world, and to create an inclusive and positive culture surrounding fashion and style.

**Digital Ethnography Results**

The digital ethnography research method used involved analyzing each website and Instagram page using open and inductive coding, and a systematized record of different re-emerging concepts and patterns observed. Data collection was informed by the following research questions:

1. *How do these blogs incorporate advocacy into their communication with audiences?*

2. *How do audiences respond to these blogs?*

3. *What patterns emerge as we examine these sites’ and user interactions with content?*

4. *Do these blogs appear to have an impact on audiences?*

The themes found through data collection are listed below, illustrated by a small sample excerpt of the ethnographic data collected relevant to that theme. I found emergent themes to be: **telling stories on an individual level, emphasizing individual empowerment and personal choice in the context of fashion and style, and celebrating underrepresented communities.** I ultimately concluded that through these actions, these sites inspire their audiences to reconsider their own personal fashion choices.

**Emerging Themes**

*Advocacy through Individual Stories*

Through analyzing the two blogs, it was found that both created a sense of connection with readers by painting a vivid picture of the subject they depicted.

*Chinatown Pretty*

*Chinatown Pretty* begins posts of a senior’s outfit by vividly describing their meeting with the senior; how the senior acted, what they did, and giving many details into the senior’s personal background and history. Taking these actions creates a connection between the reader and the subject of the blog post, so readers begin to feel that they know them. Posts generally begin with when & where the senior was born, what professions they have held throughout their life, especially before coming to America, and
how they spend their days now. Minute details are often included, such as the following excerpt taken from a Chinatown Pretty blog post: “To keep healthy, Mrs. Ng, a Buddhist, makes sure to walk around the neighborhood every day and may even pick up a few dollars worth of veggies if she sees something she likes. Her children come over to make her favorite foods and her ‘heart stays happy’” (See Appendix E).

Not only does including this detailed personal history help to create a connection with the reader, but it also details various themes related to the site’s social justice orientation. These details help readers see seniors as more than just elderly people, as people with their own unique story and life lived. They also help readers see immigrants as more than just immigrants—a label with broad connotations—but help them to understand struggles immigrants face, while not defining them by these struggles, and seeing them as real people with their own story. To illustrate this concept, here is a Chinatown Pretty blog post, detailing a meeting with a senior: Our friend (95 years old and had declined to give his name), said he customized his hat by sewing a few of them together. When he lifted it off his head, a plastic bag fell out. “For extra warmth,” he said. “If you had money, you would get a knit hat,” he said. “But when you’re out of funds, you have to make stuff yourself.” Our friend moved from Hong Kong in 1979. He’s worked as a tailor, a hairstylist, and for awhile, as a cobbler. During our conversation, he expressed frustration that younger people seldom talk to seniors, and was happy that we took the time to chat with him. He left us with a proverb to simmer on: “The sunset is infinitely beautiful, but it signals the end of the day,” he said. “One day you’ll be old as well” (See Appendix F).

This method of storytelling in effect advocates not through black-and-white text, but through nuanced storytelling; the reader is introduced to a character who they proceed to connect and empathize with, understanding their personal story and creating a sense of identification with them. As their stories involve struggles and hardships, viewers leave with a greater understanding and awareness of these issues. In the above example, these include economic insecurity and ageism, among others. Through this nuanced method of storytelling, Chinatown Pretty incorporates advocacy into its content celebrates underrepresented communities. Through this advocacy, it inspires audiences to reconsider not only their
own personal fashion choices, but their relationship with their own identity and view of the world (See Appendix G).

**StyleLikeU**

Similar themes of advocacy through storytelling emerged upon analyzing StyleLikeU. The blog’s most popular feature, titled “What’s Underneath,” is a series of documentary-style videos that interview different people, ranging from seniors, to transgender individuals, to biracial people, to women whose body types don’t match prevailing societal ideals of beauty. While StyleLikeU does often advocate for changes in societal standards of beauty and ideas of style and fashion through their blog post text or photo captions, most of their advocating content comes from the “What’s Underneath” interviews. During these short videos, viewers share an intimate experience with the interview subjects as they are captured on video, completely unscripted and unedited. Using video as a medium provides viewers with the most details possible about subjects, creating a personal connection to the subject. This helps to create deep senses of empathy, compassion, and identification within them. A viewer who has mixed feelings about or who is distrustful about transgender people, may find transformation or a deeper understanding of transgender issues in viewing a video of a transgender man explaining his life’s experiences. A viewer who has never considered the experience of those struggling with their identity while being biracial, may have an increased understanding of issues related to race and identity after viewing a video interview with a StyleLikeU subject. Creating an environment where viewers are not being fed a think-piece, but are instead being introduced to an interesting stranger who opens up to them about their lives, creates a more nuanced method of advocacy founded upon storytelling on an individual level. StyleLikeU incorporates advocacy into its content and celebrates underrepresented communities by sharing individual stories. Through this advocacy based upon stories of individuals, StyleLikeU inspires audiences to reconsider not only their own personal fashion choices, but their relationship with their own identity and way of life.

*Individual Empowerment and Personal Choice*
A second theme found through analyzing these blogs was that they both repeatedly emphasized individual empowerment and personal choice, in the context of fashion and style. Both blogs articulate themselves as spaces of distinct and unique fashion, separate from that of which is discussed in mainstream fashion media, which often speaks of the “investment pieces” and “must-haves” of the season. (Rocamora, 2012) As discussed in our literature review, both of these blogs align closely with “first-wave” style blogging, by presenting fashion as a theoretical and philosophical practice, rather than a way to stay up-to-date on trends and popular culture, or as a way to improve your social status by wearing “it” brands. In doing this, these blogs repeatedly emphasize fashion and style as a personal and highly individualistic practice that depends on the tastes and personality of the person who executes it.

Upon examination, it was realized that each blog presents fashion and style as an act of self-expression and functionality, which is highly unique to each person who practices it. This view empowers individuals to decide for themselves what fashion pieces help them express their individuality. These blogs act as a departure from mainstream media, in their discussions of fashion, and in their exploration of individuality.

*StyleLikeU*

As an example of this concept of individuality through fashion, here is a quote from Cathy Cooper, a woman interviewed as part of *StyleLikeU*’s *What’s Underneath*: “Style says so much about self esteem and self worth. It’s individualism on display. It’s personal power on display… For me, dressing is about lifting myself up and feeling awesome. Feeling great when I go out the door so my interactions are enhanced. Because I think it’s important to have a great fucking day” (See Appendix H). This quote is an example of the way *StyleLikeU* presents fashion as an attitude, as an individualistic practice, and inspires readers to empower themselves to consider, more deeply, how they dress themselves.

*Chinatown Pretty*

*Chinatown Pretty* illustrates similar themes of individual empowerment and personal choice in the context of personal style and fashion choices. For example, here is an excerpt from Chinatown
Pretty’s blog, introducing us to senior Dorothy: “Dorothy “Polkadot” Quock was born and raised in SF Chinatown. All of her clothes are either hand-me-downs or handmade.” (See Appendix I) This caption appears next to a photo of a beautifully dressed elderly woman, head to toe in bright red, her outfit crested with frilled sleeves and a collar of big, bright, red polka dots. Dorothy’s fashion appears to be an individualistic practice that she creates and defines for herself; one that departs from mainstream narratives told by the broader fashion media. By highlighting this senior’s do-it-yourself or “D.I.Y.” approach to fashion, Chinatown Pretty celebrates her personal style and her unique voice as she composes outfits for herself, made up of handmade pieces and the hand-me-downs of others, rather than contemporary garments labeled as fashionable by mainstream fashion media. This illustrates Chinatown Pretty’s emphasis on individual empowerment, to make your own choices about fashion and personal style. This Instagram post accumulated over 39 comments from individual users, all impressed and inspired by Quock’s personal style. By appreciating Quock’s fashion choices, and by finding inspiration in her individuality, Chinatown Pretty’s followers were, for a brief moment, led to reimagine personal style as a whole - divorced from mainstream fashion narratives told by popular fashion media.

Chinatown Pretty and StyleLikeU both prove to emphasize individual empowerment and personal choice in the context of fashion and personal style. By championing individual empowerment and personal choice, Chinatown Pretty and StyleLikeU begin to inspire audiences to reconsider not only their own personal fashion choices, but their relationship with their own identity and way of life.

Celebrating Underrepresented Communities

The final theme found in this ethnographic study was that of the blogs’ focus on the representation of traditionally underrepresented communities. Both blogs primarily showcase people who are not typically celebrated by mainstream media attention, let alone fashion brands and the broader popular fashion culture. By celebrating underserved communities, these blogs generate a message and culture of inclusivity, forcing a change in notions of mainstream beauty, making their viewership feel that they, too, are included and accepted within this online space.
StyleLikeU

*StyleLikeU* describes the goal of its first video project as interviewing “diverse individuals who [are] challenging fashion industry norms in their style;,” and their “What’s Underneath” project as documenting “people of all ages, races, body types, genders and abilities remove layers of clothing while sharing honest, empowering stories related to style, self-image and identity.” By celebrating underrepresented communities, *StyleLikeU* teaches readers who may not typically see people they identify with represented in the media, that people like them are out there; that there is a community for them. As an example, here is a viewer comment in reply to an interview post about a woman and her struggle with her own body-image (*See Appendix J*): “I love all your interviews, but this one, for me, was the best! I loved it so much... Inspired me a lot! At the time I saw it, I was struggling with my body image, and I saw this episode so many times. It helped me understand that we have to accept ourselves as we are and have fun... Be happy! Thank you.” By giving voice to those who are often marginalized by society’s beauty standards, *StyleLikeU* generates a network of empowerment and confidence among its readership. Much like *Chinatown Pretty*, *StyleLikeU* celebrates the individuality, confidence, and personal style choices of underrepresented peoples. In doing so, they create space for other individuals and underrepresented people have a voice, feel heard, and to be empowered.

Chinatown Pretty

In bringing attention to, photographing, and interviewing Chinatown seniors across the United States, *Chinatown Pretty* highlights a subsection of society that otherwise receives little attention in the fashion media, or broader mass media for that matter (*See Appendix K*). Posts on *Chinatown Pretty*’s blog introduce us to seniors through the lens of what they’re wearing that day. As each post introduces us to a new senior, and celebrates the lives of that senior, we gain a greater awareness and appreciation of this demographic, which receives so little attention through other avenues. By celebrating a niche cultural group not normally acknowledged, *Chinatown Pretty* helps their audience understand the struggles and the joys of a group whose voices are not often heard. By creating a space in which a niche, underserved
group such as immigrant seniors can be seen, heard, and celebrated, a greater awareness of and appreciation of this group is created. In celebrating these seniors and their street style, they create a new sense of recognition for seniors, and for immigrant communities and cultures, and the beauty and reality of their everyday lives.

*Chinatown Pretty* and *StyleLikeU* advocate for underrepresented people by showcasing and celebrating communities that are often ignored by other communication media, and they both do so through the lens of fashion and personal style. By celebrating groups whose voices are not often heard, *Chinatown Pretty* and *StyleLikeU* emphasize inclusivity within society and promote a greater awareness and appreciation of underrepresented groups. Through this action, these blogs inspire audiences to reconsider not only their own personal fashion choices, but their relationship with their own identity and way of life.
Chapter 5

Discussion & Recommendations

Summary

Fashion blogging is a practice that has been in existence for less than two decades, but has seen extraordinarily rapid growth within its short lifespan (Findlay, 2015). As fashion blogs have multiplied in recent years, they have become increasingly tied to commercial goals. This research project was undertaken in response to the continuing popularity and growth of this practice, and the increasing commercialization of its creation (Abidin, 2013). While much research has been done examining this commercialization (Abidin, 2013) (Findlay, 2015) (Arsel & Zhao, 2012) (Marco, 2016), little research has been done examining the potential of fashion blogs to perform other capabilities beyond that of acting as vehicles for commercial success. This research paper seeks to address this gap, and broaden our understanding of fashion blogging’s potential, by examining fashion blogging used as a space for advocacy and social change. As fashion blogging’s popularity continues to climb, it is important now more than ever to understand this practice’s many potentials, beyond that of its current state primarily as a commercially-oriented practice.

Two popular contemporary fashion blogs, StyleLikeU and Chinatown Pretty, were studied over the course of this project. These blogs successfully combine advocacy with fashion-related content, and engage large audiences in doing so. A digital ethnography was conducted of the two blogs, guided broadly by the following research questions:

1. How do these blogs incorporate advocacy into their communication with audiences?
2. How do audiences respond to these blogs?
3. What patterns emerge as we examine these sites’ and user interactions with content?
4. Do these blogs appear to have an emotional impact on audiences?

It is ultimately concluded that these blogs tell intimate stories that advocate through the lens of fashion and personal style, and that furthermore, by emphasizing individual empowerment and personal
choice in the context of fashion and style, and by celebrating underrepresented communities in a way that departs from mainstream narratives, these sites inspire their audiences to reconsider their own personal fashion choices, and their relationship with their own identity and way of life.

Discussion

While all of my research questions were helpful in detecting themes and forming reemergent concepts, the first research question: *How do these blogs incorporate advocacy into their content?* was the one which was used as the foundation of my research. Upon analyzing the two blogs, three themes were found: That each blog performs advocacy by telling stories about individuals, that each blog emphasizes individual empowerment and personal choice in the context of fashion and style, and that each blog celebrates underrepresented communities.

Advocacy Through Individual Stories

Through analyzing these blogs, it was found that they perform advocacy by telling the stories of individual people, and by doing this, create a sense of connection and empathy between the subject and their audience. This connection allows them to then incorporate advocacy into the telling of their story, often by detailing the hardships of their lives, and the struggles they face. They begin by creating a connection with the viewer. By painting a vivid picture of the subject, and by including within their story the struggles that these people face, they advocate.

*Chinatown Pretty* begins posts by vividly describing a meeting with a particular senior; how they met, how that person acted, what they talked about. They often provide many intimate details of the senior’s personal background and history. Taking these actions creates a connection between the reader and the subject of the blog post, so readers begin to feel that they know the subject, and begin to empathize with them. This in effect advocates not through direct action or words, but through a nuanced form of storytelling - told through individual stories that connect audiences with one person. The reader is introduced to a character, who they proceed to connect to and empathize with, after understanding their personal story, and creating a sense of identification with them. After this point, viewers learn about
different hardships this person has faced, and advocacy is incorporated into the story itself. Readers leave with a new awareness of the issues these people face. In the context of Chinatown Pretty, these issues include economic insecurity and ageism, among others.

StyleLikeU’s most popular feature on their blog is their video series titled “What’s Underneath.” During these short videos, viewers are shown an intimate interview with a subject, captured on video, completely unscripted and unedited, where subjects talk about their lives, and struggles they have faced. Using video as a medium provides viewers with the most details possible about subjects, creating a personal connection to the subject, helping to create deep senses of empathy, compassion, and identification within them. A viewer who has mixed feelings about or who is distrusting about transgender people, may find transformation or a deeper understanding of transgender issues in viewing a video of a transgender man explaining his life’s experiences. A viewer who has never considered the experience of those struggling with their identity while being biracial, may have an increased understanding of issues related to race and identity after viewing a video interview with a StyleLikeU subject. This detailed account of interviews creates a sense of connection and empathy between the audience and those interviewed. Both of the blogs studied perform advocacy by telling stories about individual people, which creates a sense of connection and empathy among audience members and interview subjects.

**Emphasizing Individual Empowerment and Personal Choice**

A second theme found through this study was an emphasis on individual empowerment and personal choice in the context of fashion and style. Both blogs studied describe themselves as spaces where fashion is distinctly different from the type discussed in the mainstream fashion media, which is often founded upon “investment pieces” and “must-haves” of the current season, heavily relying on large well-known fashion brands to define what is in style for the season (Rocamora, 2012). The blogs studied define fashion and style as a personal and highly individualistic practice that depends on the tastes and personality of those who perform it. This view empowers readers to decide for themselves what fashion
pieces help them express themselves to the fullest, and to depart from definitions of style created by the mainstream fashion media.

This is summarized well in a quote from StyleLikeU interview subject Cathy Cooper: “Style says so much about self esteem and self worth. It’s individualism on display. It’s personal power on display… For me, dressing is about lifting myself up and feeling awesome. Feeling great when I go out the door so my interactions are enhanced. Because I think it’s important to have a great fucking day.” Both blogs studied perform advocacy by empowering readers to make independent choices in regards to their personal style.

Celebrating Underrepresented Communities

The final theme found upon analyzing blog content was the highlighting of underrepresented communities. Both fashion blogs post largely about groups rarely celebrated or recognized by fashion brands or by popular fashion media. By showcasing these underrepresented communities, these blogs send out a message of inclusivity, and create their own notions of beauty, making their viewership feel that they, too, are included and accepted within this online space. StyleLikeU describes the goal of its “What’s Underneath” project as documenting “people of all ages, races, body types, genders and abilities remove layers of clothing while sharing honest, empowering stories related to style, self-image and identity.” By celebrating underrepresented communities, these blogs teach readers who may not typically see people they identify with represented in the media, that people like them are out there and that there is a community for them. This is also in effect even when audience members don’t necessarily identify with the groups being celebrated. In the context of Chinatown Pretty, by highlighting a subsection of society who otherwise receives little attention in the mass media, fashion media or otherwise, such as chinatown seniors, these bloggers bring attention to and celebrate a group that is otherwise ignored. By creating a space in which a niche, underserved group such as immigrant seniors can be seen, heard, and celebrated, they ultimately create a greater awareness and appreciation of this group. In celebrating these seniors and
their street style, they create a new sense of recognition for seniors, and for immigrants, and the reality of their lives.

**Recommendations for Practice**

These three themes characterize the strategies that the two fashion blogs employ to engage with their audience and incorporate messages of advocacy into their fashion and style-oriented content. Through analyzing these two contemporary fashion blogs, we can move forward with a broader understanding of fashion blogging’s potential. It is clear that fashion blogs have potential far beyond that of acting as strategies for professional advancement, or cementing commercial success for bloggers. Both of the blogs studied perform advocacy through telling individual stories, emphasizing personal choice and individuality, and celebrating underrepresented groups, to engage with tens of thousands of viewers who follow their pages. It is clear that the demand and capacity for fashion blogs to act as forces for advocacy and social change exists. What remains to be seen is whether fashion blogs will continue to grow in the current trend, in a direction where their goals are increasingly commercial, or whether fashion blogs may be used to connect audience members and authors to advocate for broader issues in society.

**Recommendations for Future Practice**

After the completion of this study, patterns were found in how two contemporary fashion blogs engage with audiences to combine fashion content with advocacy. Moving forward, it is suggested to examine additional fashion blogs, to further examine patterns used by blogs to connect issues of advocacy with fashion-oriented content. It is also suggested that those conducting research in a similar arena would attempt to study blog audience behaviors, and attempt to understand what effect these blogs have on their readers. Are readers starting blogs of their own? Getting involved in local government? Creating a community group to further tackle these issues? Checking out a book to learn more about this problem? In the context of this study, it was only possible to focus on the strategies employed by blogs to communicate missions of social justice and advocacy to audience members. It was
not possible to study audience reactions to this advocacy, which would surely be telling of many more implications surrounding fashion blogging. In future studies, further examination of audience behaviors would greatly broaden this research.

**Conclusion**

Through this study, two contemporary fashion blogs were analyzed to better understand the potential for fashion blogs to act as spaces for advocacy and social change. It was determined that these blogs successfully incorporated themes of advocacy into their content by telling stories on an individual level, emphasizing individual empowerment and personal choice in the context of fashion and style, and celebrating underrepresented communities. Through these patterns of behavior, it was found that these blogs successfully communicate with audiences and challenge their readers to consider new ideas, including reconsidering their own personal fashion choices, and even their relationship with their own identity and way of life.

Ultimately, fashion blogs will continue to evolve and change form as their practice continues to grow. It is a practice with many applications, of which are highly dependent on the motives of the authors behind them. The popularity of fashion blogs will surely rise in the future, as it continues to rise today. What fashion blogs will look like then is unknown, as it is with all new media-based practices. The form these media take are constantly changing and evolving as technology evolves. It is hoped that through this study, other researchers and bloggers may gain a greater understanding of the potential and capabilities of fashion blogging, and that it may inspire others to conduct additional research on fashion bloggings’ vast potentials.
References


Grounded Theory Institute. (2014, July 20). Retrieved from
http://www.groundedtheory.com/what-is-gt.aspx


Appendix

Appendix A

Ethnographic Fieldnotes on Chinatown Pretty

Chinatown Pretty

Themes

- Advocacy through storytelling
- Community
- Celebration
- Friendship
- Grandmas
- Family
- Reverence
- Joy
- Relationships
- Community Involvement
- Celebrating beauty of elderly immigrant cultures… participating in community… helping them live better lives…
- In-depth relationships with subjects
- Talking about fashion in a personal, individualistic, way - as unique pattern of behavior, set of ideals, set of characteristics, unique to a particular culture.
• Changing conversation around fashion, in turn changing conversation around immigrant cultures, elderly.
• Much of the reasoning behind the fashion sense of chinatown seniors has to do with living in relative poverty, incorporate advocacy in this way through storytelling: “My kids buy most of my clothes,” using Thank You bags as accessories, sewing and making adjustments to their own clothing. Therefore, this brings to light issues including financial insecurities, housing insecurity, that face many immigrant communities. Advocacy through storytelling and celebration of this group.

Methods
• Humor
• Beauty
• Friendliness
• Lighthearted
• Charm

Behaviors Observed
• Repeat-commenters
• “Favorite instagram account”
• Friends tagging friends
• “That’s my grandma!”
• “This makes me think about my grandma!”
• Advocacy - those inspired by the website, inspired to advocate for issues facing seniors
Appendix B

Ethnographic Fieldnotes on StyleLikeU

StyleLikeU

Themes

• Self-love
• Body image
• Anti-conformity
• Individuality
• Self acceptance
• Fashion, style
• Overcoming
• Hardship
• Femininity
• Feminism
• Relationships
• Coming of age
• Womanhood
• Motherhood
• Advocacy through interviews
• Documentary
• Collective
• Movement
• Radical
• Talking about fashion in a theoretical, personal, individual way.
• Talking about fashion in a way tied into growing as a person, feminism, individuality, bringing light to issues such as body standards, beauty standards, ageism.
• By discussing fashion and personal style in a theoretical, personal, and highly individual way, they are turning conversations about fashion into conversations about issues these individuals face, including cultural beauty standards, body image, ageism, LGBT issues, among many other issues.
• Both blogs do advocacy through storytelling on an individual level

Methods
• Documentary
• Quoting others
• Advocacy through interviewing
• Advocacy through storytelling
• Speaking from experience
• Hardcore
• Harsh
• Honest
• Brutal
• Direct
• Community
• Gather
Behaviors Observed

- People intensely moved by content
- People admitting StyleLikeU helped them develop as a person
- People repeatedly commenting
- People waiting for new content - involved in site
Appendix C

Digital Ethnography: Inductive and Open Coding Analysis of Chinatown Pretty

Chinatown Pretty

Blog

Home Page:

“Chinatown Pretty **celebrates** *Positivity* the street style of seniors living *(and grocery shopping)* *Humor* in San Francisco’s Chinatown."

We’re traveling to Chicago, New York and Vancouver this spring to expand our coverage of Chinatown style and culture. *Respectful, anthropological… Seek to share information about a culture*

Chicago (May 11 - May 15)

New York (May 16 - May 20)

Vancouver (July 19 - July 23)

We’d love to **connect with** seniors and people involved in the Chinatown community. *Community involvement*
Please email us at hello@chinatownpretty.com if you:

1) are involved with the Chinatown community
   Work in nonprofits, community and housing organizations and would like to collaborate in some way, like organizing a Portrait Day for your clients Seek to make difference in a community. Advocate/help a group

2) speak Cantonese (and/or Toisan)
   We’re looking for volunteer translators to help with interviews

3) have parents or grandparents that would be a good fit for the project
   Got a Chinatown Pretty poh poh or gung gung? Humor, involvement in community Let’s meet up!

Pictured: Helen Lo - New York, 2016

We’re celebrating the Lunar New Year with a photo exhibit with some new and old friends we’ve met in Chinatown. Friendly, positive, casual Please join us for the opening party on Thursday, February 22nd.
The show will be up till June and will be available for viewing during the JCCSF’s operating hours. Wear your Chinatown Prettiest outfit! Community, involve readers offline

JCCSF Katz Snyder Gallery

3200 California Street, San Francisco

Opening party: February, 22 / 6-8pm

Facebook event page
Guan Cuixia, 74, sported a super wide-brimmed sun hat from China at The Food Pantry at St. Gregory’s Episcopal Church in Potrero Hill. She wears it everyday along with her thick knit gloves to prevent getting “too tan.” And that nice bob underneath her hat? She cuts it herself!

We also liked her color palette Positive of dark lilac and muted green (the jacket, jade jewelry and the hem of her gloves!) A subtle but pleasing outfit. Positive

2)

Elements of a great outfit: Positive florals, purple, turquoise and High School Musical.

Qin De Yan, 73, in her radiant outfit Positive during her day trip from Oakland to San Francisco.

3)

Angela Chen, 75, exuded a certain kind of cool and command. Positive, admiration I immediately wanted to call her “boss.” I loved her mix of colors topped off with a fancy cap. She’d recently rediscovered the sparkly embroidered cap she’d bought it in Thailand nearly two decades ago.

Originally from Taiwan, she worked at an immigration office in Oakland before retiring, and also picked up Cantonese and English on the job.

She called to thank me upon receiving her prints in the mail. Give back to community by providing all participants with prints of photos “I think these are the sharpest photos I’ve ever had taken of me. Very very super!”

- Andria

Translation help by Judy Fong.

4)
We met To Hon Ng, *out on her daily walk*. Include lots of intimate details, create sense of connection with subject looking *understated and elegant* Positive and admiring in earth tones. Born in 1927 (year of the Snake) in China, she and her family immigrated to Vietnam by foot when she was 3 to escape flooding in her hometown. She immigrated to the U.S. in 1995, following in her children’s footsteps. They gift her most of her clothes including the *wonderful accessories* Positive she was wearing.

We asked in Cantonese, “How many children do you have?”

She replied, “You won’t believe it, but get this… I have 12 children! Eight daughters and four sons.”

To keep healthy, Mrs. Ng, a Buddhist, makes sure to walk around the neighborhood every day and may even pick up a few dollars worth of veggies if she sees something she likes. Her children come over to make her favorite foods and her “heart stays happy.”

Before we parted ways, she expressed how fortuitous it was that we met each other. She was flattered we liked her style. We felt pretty lucky too, Positive, admiring

- Andria

_Translation help by Alison Wong._

5)

Mrs. Lee was born in 1935 in the city of Guangzhou, China. She was a nurse in Hong Kong before immigrating to the U.S.

*Impressively, Admiring* she made the floral sun bonnet and peach pants herself. The padded velvet jacket was a gift from a friend. She was rocking two functional trends we often see in Chinatown: the lanyard
(with keys or ID) and the concealed purse. Her version of the lanyard was a string of pearls, and her version of the concealed purse was a black leather fanny pack.

**She’s not only stylish, but tech-savvy.** *Admiring* In addition to ESL (English as Second Language), she takes technology classes, like *How to Use an iPad*, at the local senior center and prefers playing Mahjong on the computer. *Tell a story of the subject…create intimacy and make you feel like you know them*

Before we said goodbye, she asked for my phone number. “I’ll call you tomorrow so I can practice my English, okay?”

6)

Happy Lunar New Year! We’re here to *celebrate the beauty in diversity and immigrant cultures.*

7)

It’s pretty *wonderful* what conversations can be sparked, even with language barriers, when you *compliment or smile at a stranger.* Thanks for following along and thanks to *all the lovely people we met.*

*Present subjects as friends, site as building a community* We wish you a healthy joyous 2017!

8)

We saw the hat first. It had been visibly hand-stitched — in the front and in the back, where he had covered the hole in the back with nylon fabric.

“Jousahn (good morning!)” we greeted him. He looked at us skeptically from behind his newspaper. “What do you want?”

“We’re journalists,” we explained. “We want to know more about your hat.”

With that, he quickly opened up.
Our friend (95 years old and had declined to give his name), said he customized his hat by sewing a few of them together. When he lifted it off his head, a plastic bag fell out. “For extra warmth,” he said.

“If you had money, you would get a knit hat,” he said. “But when you’re out of funds, you have to make stuff yourself.”

Beauty of their lifestyle and culture despite living with little means. Advocacy through story-telling

During our conversation, he expressed frustration that younger people seldom talk to seniors, and was happy that we took the time to chat with him. Bringing attention to group often ignored, seniors, immigrant community seniors, ageism

He left us with a proverb to simmer on: “The sunset is infinitely beautiful, but it signals the end of the day,” he said. “One day you’ll be old as well.”

9)

Back in the Canton province in China, she worked in the metal industry for 21 years. By giving history of each subject, implies they’re more than their current age, more than just a senior In America, she worked in the garment industry and babysat. Now retired, she enjoys playing mahjong daily — “at least 12 rounds.”

Translation by Thomas Lo

About Page

Chinatown Pretty was created by Andria Lo and Valerie Luu, two friends who love dim sum and chasing after pretty po-pos (grandmas). Signify involvement in/understanding of community

We started this blog after our personal project Intimacy was featured as a story, Chinatown Sartorialist, on The Bold Italic. For the article, we shot portraits and interviewed seniors in Chinatown whose outfits
reminded us of our grandmothers. The experience brought us so much joy and inspiration Positivity that we wanted to continue capturing their unique style Against the fashion norm and stories.

“Chinatown Pretty celebrates Positivity the street style of seniors living (and grocery shopping) in San Francisco’s Chinatown.”

It’s about layers of hand-knit sweaters and puffy coats in the summer Against the fashion norm; as well as bold floral patterns and baseball caps – sometimes all in one outfit.

It combines urban utilitarianism with unexpected sartorial selections that makes the heart go a-flutter Humor. Against the fashion norm

We’re here to celebrate the ingenuity, flair, and beauty of San Francisco Chinatown and its longtime residents. Chinatown Pretty brings us joy Positivity and we hope it will put a smile on your face too.

Against the fashion norm

Contact

We welcome questions, comments and submissions Audience participation at hello [at] chinatownpretty.com.

—

Acknowledgements

Do jeh Involvement in community/group advocating for (thank you) to the Chinatown Community Development Center and 41 Ross Alley for supporting our project and to our dedicated translators who help us with their Cantonese and persistence. Community-based – real-world affects, beyond information sharing. Seek to help community
Colophon

Photography: Andria Lo

Interviews: Andria Lo & Valerie Luu (with tons of help from volunteer translators!)

Logo: Valerie Shagday

(About Page: http://chinatownpretty.com/about)

Instagram/Audience Engagement

· chinatownpretty: May your day be as bright at Run Jin Ou Yang’s sweater.

... 

(Psst, we’re headed to Chicago and New York next week and are still looking for Cantonese speakers to help with oral translations!)

chinatownpretty #chinatownpretty #chinatown #sfchinatown #chinatownsf #streetstyle

Instagram

10)

· mish.fanA fashion icon I love it

· doggemylife爬上爬下

· sheepgenius Gorgeous!

· hophophopscotch Omg! 😍❤️ #goals

· venuswongisun If you ever come to London, I’d love to help ❤️

· meerasethi So great!
· **loubot** could probably help with the Cantonese. It's a little rusty!

· **chanjaneonlifetour@prettyunderstated** would you be free to do oral translation?

· **msmesbur** Have you been to Toronto? Two huge Chinatown areas downtown and amazing style everywhere!

· **missterilynma** When are you coming to NY? I’m down to help translate as well!

· **ben.trinh 😍 😍 😍**

· **rayfunx** Colorful grandma!

· **marjolein.vandenbroek** Love this picture!!

· **mod_regime** Dope! ✌

· **earth2jessica@livelloveluan** I want to be this colourful when I’m 65
  
  · **tantemoose** Fabulous!

· **livelloveluan@earth2jessica** goals af

· **uliang@tonychan86**

  · **jeanho66** Omg love the sweater! And the cane!

· **uliang@bochizzy**

· **east.west.shop** That sweater!! 😍

· **danniiminogue** Rocking - colour done right!

· **espacocapimmacio@inspiracaojuntos**

· **leslie tsai tsai@george harris jerome** Beewee 80 years from now. 😊

· **allstartswithv@feigninglove** seee

· **feigninglove@allstartswithv** A LOOK

· **jillianpuente@valerielu** loveee these patterns!
Virtually all feedback is positive. Audience sees a group not typically portrayed as “in fashion” or beautiful in a whole new light.

11)

[chinatownpretty] Calling all grandmas, grandpas and their grandkids! We’re taking Chinatown Pretty to Chicago, NYC and Vancouver (dates below) and are looking for translators and seniors to meet in each city. Email or DM us - we’d love to hear from you. More info in our bio. Pictured: Anna Lee - Vancouver, 2017.

Chicago - May 11-15
NYC - May 16-20
Vancouver - July 19-23

·  [cathy32686]@crystaley should we submit
·  [steph.j]@andie.el They’re going to be in Vancouver!
·  [crystaley@cathy32686] wait im confused lol what is this?
·  [hifrankiehuynh] for vancouver, you should reach out to [chinatownconcerngroup]! badass seniors organizers
·  [mmay_illustration]@bittermelonbindery@wepressvancouver@yuuclui !!! :)
·  [helen.f.lau] Los Angeles calling! 😊
·  [mikeagsix]@visual_spamography check out this insta!
·  [kellerylin]@tom_tom_tom_tang@sheldon Asian photographers ahhhh :’()
·  [tom_tom_tom_tang]@kellerylin ooooo yes love this!
·  [ennskl_1] Adorable picture!!
·  [lorrainerloganvegas] You captured her beautiful smile 😊
·  [miz_shelfish]@chinatownpretty she is so beautiful
·  [chinatownpretty]@helen.f.lau we’ll be headed to LA this year too! can we meet your grandparents?
This smile makes me think of my grandma.

The fortune teller waiting for clients during the Lunar New Year. She said this year was going to be a good one for us.

The real hipsters in 2018. Love it!

See the Yees at the Chinatown Pretty exhibit at the @jccsf’s Katz Snyder Gallery on the second floor.

Dude and dudette!!
- **susannahchen** Cool! How much is admission?

- **kellymillerparis** @bikepretty layering game to kill

- **chinatownpretty** @susannahchen 50% free!

- **susannahchen** @chinatownpretty awesome!! Thanks! Will have to check it out 🎯

- **lindseybobinzie** @ahairhole

- **re sant?** Live for this !!!!

- **chinatownpretty** Angie No Good in all his pins and gold (for good fortune.)

- **chinatownpretty** #chinatownpretty #streetstyle #chinatown #sfchinatown #chinatownsf

- **hophophopscotch** 📿

- **liveswith2cats** Dude!!

- **theliezchan** OG!

- **foxandflourish** "it's my birthday" yasss

- **knee coal** @joeunit

- **lorraineloganvegas** Amazing!

- **apocalypsechow** this is very Punk Rock

- **nbbfchinese** 😁

- **drewmusisi** Beautiful

- **sarah_thibault** Bad ass

- **arnoldiea** Wish you had a close-up of some of his favorite pins 🌈🌞

- **jazschemes** Swaggy. This account is brilliant. Would love to help bring to NY!

- **karenhollowell1** cool style
· chinatownpretty Happy International Women’s Day to all those keeping it bold.

· nazarovaanna@taangy

· chinatownpretty #chinatownpretty #chinatownsf #sfchinatown #chinatown #streetstyle #floralclothes

· ecmesser

· amynamugha 😍 😍

· nimihendrix8@kattlee27 this you in a few years 😊

· oonagem One day I’ll be sportin’ one of these jackets LOL 😊😊😊😊 @fcapristo

· fcapristo @oonagem keep it BOLD

· kganancial 💘

· lindswu Beautiful 🌸 🌸

· taangy I wanna go to the show with you!!! @nazarovaanna

· sherese_romo 😘

· ennski_ I Love those ladies!!! 😍😍😍😍

· catherinedunham Great work ladies!!!

· thecorduroyshop Never stop being BOLD!!!

· strutzkvia@sannimpi 💘 💘 💘

· menisevokasariously one of my all time fav ig accounts!!! 😍😍😍😍

#不是我的婆婆

· aceeyuhh@m.tam @dallas_dean

· nomnoms the_pug @ritesofantiquity You look cute in that purple jacket.
Also celebrating the Pantone colour of the year. 💜

Also celebrating the Pantone colour of the year. 💜

babycambodia💕✨🌟

These women are the best leaders!!! Able to move their families to a whole new country, without speaking the language, with little money. These are the OG LEADERS that built more leaders.

These women are the best leaders!!! Able to move their families to a whole new country, without speaking the language, with little money. These are the OG LEADERS that built more leaders.

@andrewthomashuang

@nimihendrix8 jajaja it’s already me yooooo

This account warms my heart. Goals. @irene_ma @beccaaagram@gladimnotwhite

This account warms my heart. Goals. @irene_ma @beccaaagram@gladimnotwhite

@theodoruss

@theodoruss

16)

Run Jin Ou Yang sporting a wild print and classic bob (which she cuts herself!)

Run Jin Ou Yang sporting a wild print and classic bob (which she cuts herself!)

#chinatownpretty#chinatown #streetstyle #sfchinatown#chinatowns #powellstreet

#chinatownpretty#chinatown #streetstyle #sfchinatown#chinatowns #powellstreet

Whaaat? She cuts her own hair? I don't even trust myself with scissors! lol

Whaaat? She cuts her own hair? I don't even trust myself with scissors! lol

Love everything in this photo! 💕

Love everything in this photo! 💕

my new fave feed.

my new fave feed.

look at her colorful cane too

look at her colorful cane too

They have the same hair style!

They have the same hair style!

Omg that key lanyard 😍

Omg that key lanyard 😍

So cute!

So cute!

@dielondielondielon follow this page so you can find these cool biddies when you’re out and about.

@dielondielondielon follow this page so you can find these cool biddies when you’re out and about.
Last time we ran into Shi Ping on the street, she sweetly tried to gift us $2, as pòpos (婆) do. She’s one of the very first people we met and photographed through this project in 2014. Here she is rocking all the Chinatown trends #patternclashing #socksandals #silverbob #velvet #thankyoubags

Chinatown pretty #chinatownpretty #sfchinatown #chinatownsf #streetstyle #chinatown #ootd #patternmix #patternmixinglikeaboss #patternclash #velvetpants #socksandslides #cppatterns #thankyoubag

Chelseygfeels Haute lewk @rosalynwhit1

Majestic hapal’m in love with the crushed velvet pants 😊😊😊

The Corduroy Shop Gonna borrow that foot action. 😋

Polkadotdress Adorable! 😁

Liveswith2cats I love her and I want her to adopt me! 😍😍

Lorraine Logan Vegas Love her! What are pò po’s?

Chinatown Pretty @lorraineloganvegas Grandmas!

Chinatown Pretty @thecorduroyshop Double pink smilies 😊😊

Greyrinnon Pretty blouse

Shahnnen Love her rolled sleeves and patter mixing.

Gustavo Zapz I like what you’re doing 👍 How much are you into forex??

Alexnicec @chinatownpretty Gotta love the po po’s!

Gnarlo So good

Lorraine Logan Vegas @chinatownpretty 😊

Am Lau Love this so much!!!! Makes me wanna cry. Thanks for making this IG. These folks are the OG trendy models

Feet with socksmagazine #sockelicious 😘}
· chinatownpretty Denim chic on the street.

· chinatownpretty#chinatownpretty#sfchinatown #chinatownsf #streetstyle #chinatown #tenderloinsf

 · vision_me Love this page

 · marta_wilkosz so cute!

 · thecorduroyshop The way she’s wearing those jeans is so good!!! Looks awesome.

· jossywossy @hellosousou @melindachu if y’all don’t already follow @chinatownpretty ya’ll need to do so like NOW

· chriskiuchi Tenderloin Tuxedo

 · ennskl Looove your posts!

 · lorraineloganvegas Amazing

 · msemmamecg Strut

 · plantarfascitis She knows

 · my beauty bar spa WOW

· chinatownpretty Coolest cat in town

· chinatownpretty#chinatownpretty#chinatownprettyoakland#chinatownoakland #oaklandchinatown #streetstyle #oakland

 · johnlokphoto Love this. That face! To know what she has seen and experienced...

 · royalewithtees

 · foxandflourish That smile 😚

 · chinatownpretty @foxandflourish 😊

 · yummyvintageofficial 💖

 · marta_wilkosz 🍊
· *knee coal [@joeunit]

· **joleenwhodreams**: Swept back Hair! Gorgeous

· **chinatownpretty**: We met Betty in a fabulous aquatic-themed outfit as she was on her way home from swimming at the YMCA.

· **bigbig.sale**: 😊😊

· *konstantin doerdelmann [@dorimori1]* die haben so unnormal viel Stil unfassbar

· **chinatownpretty**: #chinatownpretty #sfchinatown #chinatownsfbay #streetstyle #chinatown #rossalley #41Ross #cppatterns #patternclash #patternclashing #ootd #sanfrancisco #crocsandsocks #crocs

· **dorimori1 [@konstantin doerdelmann]** so eine unfassbar kreative, jedoch Gleichzeitig schicke Zusammenstellung der verschiedenen Muster und Farben - ich bin sprachlos, wow!

· **cherri_porter**: I love how plastic shopping bags are often part of Chinatown fashion.

· **frances.catherine [@cb47]** !

· **chinatownpretty [@cherri_porter]** absolutely, a pop of pink 💕

· **kristinjonak [@gudnyerlag]** pessi er æði

· **johnlokphoto**: Those yellow Crocs are the perfect finishing touch 😎

· **raisinland**: Love this look 💖

· **chinatownpretty [@johnlokphoto]** stand out 💫💫💫

· **konstantin doerdelmann [@dorimori1]** Hahahaha du bist die Härteste 😂😘

· **catherinedunham**: Love!!! 💖

· **gnarlo**: Goals

· **supernadiaa [@bettymwan]** your future cc @hoppsmj
· bettymwan@supernadiaa she’s missing hot Cheetos in her bag so def not me

· amandamcli@itzsoireeez dream life

· helen.f.lau Hi Betty!

· esley

· lorraineloganvegas❤❤❤❤❤

· katie_truong I love this!

· thepenandthepangolin@vanschoik ♥

· anhnh.nah Uhm

· academy Talk about a cool pic, chinatownpretty! Can we share this with our followers? If so, let us know using #yesacademy. Terms & Conditions: https://goo.gl/C5jxhR

· vanschoik@thepenandthepangolin what I’m aiming for in about 30 years

· omiomi_kitchen these are so, so good!

· tbroad@surbur omg this account is amazing sf represent!

· jennyo_n@thatfunsizedazn @simplyy_danii I think this account was made for you two.

· thatfunsizedazn@jennyo_n omg I love this ❤️❤️

· slomygosh@ambermam 😊

· celiacganglion@mizugurl

· mizugurl@celiacganglion awww <3

· naomi_jefferson@j.budde

21)

· chinatownpretty Dorothy Quock aka Polkadot made two appearances on our top nine of 2017. Looking forward to more of her outfits (and other #chinatownpretty sightings) in 2018!

· chinatownpretty#chinatown #chinatownsfi #sfchinatown #streetstyle

· liriapristine❤❤
hildamelissaso so inspiring
dien70s Love you guys
freydy lady She’s a treasure! Looking forward to more Dorothy and more of your wonderful posts in 2018!
nyc looks

thecorduryshop What freydylady said!!!
wokwizchinatownntours We love #ourpolkadot!

chinatownpretty @dien70s

chinatownpretty @freydy lady

chinatownpretty @thecorduryshop

jaqi jaq Yes yes yes

chinatownpretty @hildamelissa

seyten nice one

vimmers 88

jazzlee ojeda

liz kimbrough @zinagoes

isabellachristineee @lucynhunt you would love this page

bons.cy @betcheung

ajile.un @vo4sure @lecorinne13nr v checkez le insta

vo4sure @ajile.un terrible

justinetcee @ loojan.is feel like you’d like this page

loojan is @justinegililee hahah I do. Can I be as cool when I’m older?

worldofannasee @jcosterling Have you seen this account? It's awesome. Having grown up in Chinatown, perhaps you can relate to "Chinatown pretty?" 🌈
kimcaisseart@janiceho.studio@maurak3535 are you following this one? Thought you might enjoy. I am going full on pattern clash this spring. It's Chinatown Pretty's fault.

· edanrosen@rachelgertin yes sir

22)

· chinatownpretty Merry festivities to everyone! Run Jin Ou Yang has the holiday spirit, and the most enviable silver bob.

· chinatownpretty#chinatown #ootd#chinatownsf #sfchinatown#chinatownpretty #pinksocks #blazer#patternclash #patternclashing#streetstyle #patternmixing #blazer

· sevnten Hi sweet

· thecorduroyshop That bob!!!! and the smile 😊😊😊#

· thecorduroyshop Happy Holidays @chinatownpretty

· chinatownpretty@thecorduroyshop thank you! 🤗

· raisinland Wow she has a great sense of style. Those socks!

· your_xiao_long boo Wavy

· charlotteswans@othercreatures

· lorraineloganvegas What a beauty!

· sephvanz@edis.what

· joycehaut She’s adorable!

· soannyway@majaolsson @li_johansson en sån tant vill jag bli!!!

· majaolsson@soannyway åååååh lille Chu- det blir du 😊

· sherese_romo She looks adorable 😊

· lizisms Their outfits are unreal. #inspired

· chinatownpretty@lizisms 😊
· renamariedesign Them pink socks! 😊

· emily.juan@joyce_su34 this account

· joyce_su34@emily.juan Shankss! I love!

· hedvigastrom@micahprestia check out this blog 😊)

· rilevkave@nina_doe omgyes!

· hannah.fgh@yubin_kimmy

· browclubsf@sugashack this is the senior style blog I was telling you about! ❤️

· sugashack@browclubsf this is gold!

· arielleisalesbiannowstopasking@kewcey why did she come for my liok

· kewcey@arielleisalesbiannowstopasking u wish

· ik.psd ME in the futurue @emmakengen@laurieclaessens

23)

· chinatownpretty Lilac and Burgundy, one of our all-time favorite Chinatown Pretty color combos. She once told us: “I will tell you stories all day, but no photos.” We caught her on another day where was game, and luckily she was wearing her signature outfit.

· chinatownpretty #chinatownpretty #chinatown #sfchinatown #chinatownsfsf #CPhats #portsmouthsquare #streetstyle

· electricmoose That's my grandmother. Never thought I'd see her here.

· laskipelna T q his is really awsome and makes my heart bloom (♡‿♡)

· chinatownpretty @electricmoose no way! we admired her from afar for a long time

· e_zar@kutography

· gedgarallenbro@jakoozee def a fire vest r here

· gedgarallenbro@jakoozee slash her entire outfit is fire

· jakoozee@gedgarallenbro wtf kinda pages you follow bro?
· _ellohelle@kuhtavy @alisonjaye_ ok this is the best instagram i’ve ever found
  · _kayychu@ivankw_ I’m so in love with this account

24)

· _chinatownpretty_ Us in the wild! Keeping it neutral on an Oakland Chinatown shoot day. 📷: Phoebe Wong
  · _keithbodziak_ This is a great feed.
  · _alisonchristiana_ love!
  · _rrrosalin_ 😍

· _judywestonhoskins_ Thank you, "us in the wild"! Love your Chinatown Pretty posts.
  · _keibella_ Cute hurr @aweilo! And cute overall to both of you, duh 😍

· _legion_sfc_ Cutie ladies 🎀 🎀 🎀
  · _biancabarela_ 😍

· _lisas_world_10009_ Thank you for capturing these precious moments!! 💕💕💕
  · _greyrinnon_ Loving this focus on senior fashion..so cool!

· _swiftlet_ I just discovered your account and it’s my new favorite! Thank you for sharing these beautiful photos. My heart swells reading about each of these stylish seniors. ❤️ 😊

25)

· _chinatownpretty_ Us in the wild! Keeping it neutral on an Oakland Chinatown shoot day. 📷: Phoebe Wong
  · _keithbodziak_ This is a great feed.
  · _alisonchristiana_ love!
  · _rrrosalin_ 😍

· _judywestonhoskins_ Thank you, "us in the wild"! Love your Chinatown Pretty posts.
· keibella Cute hurr @aweilo! And cute overall to both of you, duh 😊

· legion_sfe Cutie ladies 😘😘😘

· biancabarela 😍

· lisas_world_10009 Thank you for capturing these precious moments!! 😍😍😍

· greyrinnon Loving this focus on senior fashion..so cool!

· swiftlet I just discovered your account and it’s my new favorite! Thank you for sharing these beautiful photos. My heart swells reading about each of these stylish seniors. ❤️ ☺️

26)

· chinatownpretty Dorothy "Polkadot" Quock was born and raised in SF Chinatown. All of her clothes are either hand-me-downs or handmade. You can find her nowadays out and about as a guide for @wokwizchinatowntours

· chinatownpretty #chinatownpretty #chinatown #polkadot #streetstyle #chinatownsfl #sanfrancisco #sanfrancisconative #chinatownnative #ladyinred #cameronhouse

· sherese_romo So stylin’! ❤️

· chinatownpretty @sherese_romo ☺️

· johnlokphoto She looks amazing wow!

· windowofimagination Style KWEEN! 😎

· annaliantes Love this L❤️❤️❤️

· catherinedunham 😍 Do!

· wokwizchinatowntours Dorothy is poised, intelligent, humble, caring, welcoming and kind. How we love our PolkaDot! A true treasure. #ourpolkadot #localexpert #wokwiz #chinatownwalkingtour

· nicole_beck_photography ❤️❤️❤️❤️
willgoh2: LOVE THIS!

hello_hilary: @kkarragh

misscrowb: @orrenandrobot follow this if you aren’t already

_salmo_trutta:* ❤️❤️❤️

_tsanamigainsbourg: @sajakaytea

tangsonson: Yoko Kusama

richardkoek: Beautiful

jonkauffman: Dorothy!

nathalieetcetera: Lovely! ❤️

hugfoppe: love this! Thank you for the post.

chinatownpretty: @hugfoppe for following along

giamarieb: @citybellekj this is def going to be how I dress when I’m old 😂

citybellekj: @giamarieb for sure! Kooky and Coordinated!! 😄

cici.guo97: @rajwanistuff me

255.255.0: Today we are posting an online exhibition in response to the Yellow Peril. It will be posted on our Instagram story at 12pm gmt, it will be online for 24 hours, if you have time please come and have a look.

lianfatextile: loving this!!

nazarovaanna: @taangy

heidiiiiibischoff: @cait.thorn have you seen this page? Lol 💖💖💖

allergique_supersonique: @martasupernova olha esse insta

cait.thorn: @heidiiiiibischoff 💖 TY! 🌟🙏

martasupernova: @allergique_supersonique perfeitasss

chineseworkethic: @amycheng1289

gagrifolia: Met her today doing tai chi in RED of course!
She is gorgeous!

@klnwrnr this IG is a real thing + thing of beauty

@addie_hd

@yubin_kimmy

@hannah.fgh what i aspire to b when im older 😍

@denisetoledofleetham You are such an inspiration! Just 9 days old on Instagram, already addicted and Grateful I found you! Beautiful photos that tell a story. I love your voice. Keep them coming and thank you!

Warm Aloha from Maui!

@feigninglove AMAZING

@flo_ness Thank you! Your pictures make me so happy. 😍❤️❤️

27)

Chinatown Pretty Wisdom #1: Just because it's hot, doesn't mean you're warm. #alwaysbringajacket

--- Celebrating the elderly

*3 Posts were deleted due to irrelevant content

Source: Chinatown Pretty Instagram

Reemerging Themes

1. Community
Repeat commenters - they’re creating a real virtual community, their followers are involved, they have a relationship with their followers. Many repeat commenters, people who look at every post they create, offer feedback, look forward to posts, comment in a way that assumes a relationship with the account.

2. Emotional Impact

Deeply impacting people’s lives - followers will say that certain posts “bring them to tears,” is their favorite Instagram account, warms their heart...

kdurkDid you know this is my favorite?! Like out of all the things I follow. Thx for the rec @jessepferg

• silviamq88So inspiring .. sticky eyes opened up from here in sala at home off work day

• seventypercent@jonatan_lopez@monyka_a @anddhham @conkim@awheeeek this feed is giving me life.

• pine_studyI love all your pictures! Truly amazing and inspirational! We are also start to taking photos of seniors in Chicago Chinatown. Hope we can come across in the future!

• busyladybacaReally needed this today 😊

• ilanodesignNeeded this reminder to smile

• smitch83I will never ever get sick of these images. The lovely people you find and the colours always brighten my day.

• shutupgirl@facebully this makes me so happy

• womanlystateofmindI love your account so much! I’m excited to see my Cantonese grandparents this weekend!

• cowgirl_fuckin_bootsI literally can't get enough of this page!!

• whippetsnycI love your feed sooooo much! My grandma and mom were Chinatown Pretty!!

• vivianisvulgarI'm so obsessed with this photo, i come to your account to look at it on a semi frequent basis

• sonjarasulaStunning!!! Your feed gives me so much joy as a hapa (I'm half Chinese, half Finnish). It's a connection I can't explain but it's a culture I know very well and close to my heart! 🥰
• sitabhaumik This is the best - you are the best! Andria this project is layers of wonderful
• lauren.leung I love this so much. thanks for your work, and thanks to Estelle for sharing her story!
• tourdirenjoy Absolutely love this account. The diversity and creativity makes me smile, Chinese people are wonderful!!
• wolftears_catcries Aw, I love this project so much. And glad that y'all are also doing L.A.'s China Town. Sometimes when I look at the photos I tear up cause I'm so happy to see these elders happy, and feeling good. Wonderful job. 💖❤️💖

3) Sharing
Followers often share posts with their friends, they like the feed SO much they have the need to share it with other friends…

• k.a.m.e.n.i.r.e.h.t.a.c While we may not be cool anymore, I couldn't not share this. This insta was made for you @neon_shot
• j__wayne @anna_nguy3ntour this is the account I was telling you about!

4) Changing opinions about “fashion” and personal style among audience members

• thecorduroyshop Totally cool!!! Better than fashion week imho!!!! 😊
• thecorduroyshop Geez her pajamas are in the level of my fancy stuff!
• helen.f.lau Love her hair style - put Anna Wintour to shame!
• Helen.f.lau Unpretentious fabulous
• bdfeel11 @jtp11111 I'm kind of reevaluating everything I know about style
• itmfl @freckledrobot best street style account on IG

5) Celebrating the beauty of underrepresented groups, that don’t fit society’s beauty norms
• helen.f.lau She looks so sweet! Look at those cheeks!
• thecorduroyshop Beautiful in every way! Inside and out it feels like.
• helen.f.lau There is a sense of youthfulness about her.
• magnifik.doppelganger Such exuberance! 😆
• helen.f.lau Love her smile.
• gnarlo She's gorgeous. I want to know what she's thinking about!
• kmiovas Dressed for a date with life.
Appendix D

Digital Ethnography: Inductive and Open Coding Analysis of StyleLikeU

StyleLikeU

Website

Home Page:

We are a mother & daughter on a mission to build a world where getting dressed each morning is an act of self-love. Empowering others, self-love, confidence, self-esteem

In our intimate docu-style video portraits, Transparency, Immediacy, Honesty, Engaging, Raw we explore how style is not about trends, money or presenting a façade of photoshopped perfection. Rather, true style is the result of radical self-acceptance. Empowering others, self-love, confidence, self-esteem

Expanding our culture’s limited norms, Anti-establishment, Subculture, resistance women share stories that debunk insidious Anger, resistance myths about what constitutes beauty. Seek to re-shape beauty standards

Challenging fashion industry norms, nonconformists Anti-establishment, Subculture, resistance share the influences and ideas behind their personal style. Ties back to fashion

Contact us for partnership inquiries
StyleLikeU was founded by mother-daughter duo Elisa Goodkind & Lily Mandelbaum. Before starting StyleLikeU, Elisa was a fashion stylist working for top fashion magazines and celebrities. After twenty years in the business, she was frustrated by how the industry, which had once been a home to artistry and rebellion, counter-culture, resistance, anti-establishment had become about selling status, conformity and increasingly formulaic ideals of beauty. Anti-establishment. Critical of current societal norms At the same time, Elisa’s daughter, Lily, was a teenager struggling deeply with her body image.

Resistance to societal beauty standards In an oversaturated media culture dominated by models who looked nothing like her, she was consumed with trying to change herself physically in order to be and look like someone else.

History

Elisa and Lily chose to create StyleLikeU as an alternative counter-culture anti-establishment to this disempowering status quo. In 2009, the duo picked up a home video camera immediacy, honesty, amateur and launched their "Closet" series, documenting diverse individuals who were challenging fashion industry norms in their style. In 2014, they launched, “The What’s Underneath Project,” a series of docu-style video portraits where people of all ages, races, body types, genders and abilities Inclusive, empowering, community, diverse, connection, relationships remove layers of clothing while sharing honest, empowering stories related to style, self-image and identity. What’s Underneath quickly became a viral phenomenon, empowering viewers around the world to reject
society’s limited norms and discover a sense of **freedom and comfort in their own skin.** *Confidence, self-acceptance*

With thousands of messages from fans around the world whose lives have been changed by StyleLikeU and who want to share their stories, in 2017, Elisa and Lily are expanding globally, creating international content, **hosting open-call What’s Underneath events for the public, facilitating self-acceptance workshops in colleges and communities worldwide,** *Real-world impact* and finishing production on their short documentary, *I am What’s Underneath.*

**Instagram**

- **stylelikeu**“What I’m doing is not new. It’s what we were when we were kids. We were free. We were undisciplined, we were unruly, we were creative. The aberration is that we became this Zombie adult, emotionless, category thing. When people are like ‘uh, you’re doing this new thing.’ I’m like, ‘No no no no! I am in you.’ We were all reckless and carefree in that way and we’ve lost that.” Listen to **@AlokVMenon** explain why coming out, for them, was about radical honesty, how they find strength in feelings, why we need each other in order to know ourselves, how “friendship is where we go to workshop our lives,” and why they refuse to define people by one act of violence just as much as they refuse to be defined by gender in the latest episode of our new podcast, What’s Underneath, Live now! Link in Bio. Available on Castbox, Apple, or wherever you listen to podcasts!

- **#iamwhatsunderneath#theselfacceptancerevolution**
  - **jmilczuk_cemjemkurtulus**
• transylshayna We really do need each other. So beautiful, thank you! 💗🙏

• elina.gkt Truly beautiful! Your work is really educational and I get inspired by each and every one of you!

• katebaa ❤ ❤ ❤ ❤ ❤ ❤️

• lisbethtrojgaardhansen 😘🙏

• taniaguardia love this. ‘We were all reckless and free’.

• deepsparkletarot They literally warm my heart and give me so much hope for humanity.

• yanasmiles Oh yes

• jenn_lasagna They are literally the most beautiful person inside and out. Alok has so much wisdom and insight it blows my mind. ❤❤❤

• mriglow❤

• monijoym @alokvmenon You’re SO right!

• cmcr84 What happened to the episode with @jeannedekroon? I cant find it 🚫♀

• sherelle_m Still learning through last weeks.. so profound and soothing to listen to you all talk from the heart thank you! X

• alison.ness I was stuck in a parking lot of traffic on the highway today and decided to use the few hours of time to catch up on missed podcasts. @alokvmenon had me in tears, specifically the story on the train and the guttural response of love to the man who treated them so badly. I needed to hear this today. Thank you thank you thank you for this beautiful interview, it was such a gift!

• dalanium A thousand thankful hearts

• stylelikeu @alison.ness perfect way to be stuck in traffic 😄

• yodudeetabooty This shitskin gross af
• whitneyfaulLooove your style and colour decisions. Maybe I'll get bolder with my lip colours too. Beautiful!

• desitinabelcherAlok is so amazing. 💖

• desitinabelcher@yodudeeatabooty be gone, troll!

• atomica_brownie Loving this episode sooo much right now. Just like every other 🌈

• stylelikeuThe after glow of our podcast interview today with doula, mother supreme @dominokirke, who we were excited to catch up with after shooting her What’s Underneath video 3 years ago. We left loving what she said about how she’s learning to live in the discomfort of calm & clear presence instead of the comfort of urgency & drama. Her episode will be live on 6/7 👏

• expeditionemI love lillys style!! Keep up the great work! :))

• christinatranholmCan’t wait for that one, she is my all time biggest girl crush 💖
  • larypoppinsLove her .
  • hasretsendegil@leskylab dinle bunu
  • lucialafermeOh so excited😊❤️💫

• fashionandfablesThat jumpsuit. Sunshine Yellow. So so good!! Looks amazing on you. Great color 💖❤️❤️

• ddkrisandaWhere did you get that jumpsuit?? Looks really amazingggg🚀🚀🚀
  • ___astri___❤️❤️❤️
• indigobluejayway Faye valentine vibes ❤
  
  • rew_19 Yay ❤❤❤

• lilianlovesmarie Such an inspirational woman 🙊

• pauline.romane❤❤❤❤❤ YES!!!

• a___broad these jumpsuits & lola 😳

• anna__mccabe omg where is this yellow one piece from
  
  • daniellelettieri❤❤❤
  
  • drivera1964❤

• s.l.grover She is one of my all time favorite interviews.
  
  • soniaquije❤❤❤ love Domino

• thevisualmemoir Ah man! I love her

• ingriewilliams Total & complete #jumpsuitgoals
  
  • onceatrini Jumpsuits❤❤

  • take.me.to.the.sea Oh I love her ❤

• riribex Looking great! Also, Louis’ podcast had so many great nuggets I will now be incorporating into my mantras: resistance is the drama! The world is not happening to me — I’m happening to the world! What would you do minus the drama? 😍
  
  • s.terl❤

  • guuygeelove mums fit

• louclarkestudio Yummy jumpsuits!!!
  
  • oberonsinclair❤❤❤
• leonelallemanntYou are so beautiful
• andi.valentinei fell in love with birth work after watching that first video. so excited to hear the
  podcast. thank you @dominokirk eand @stylelikeu❤
    • kill_perfect@jen_s_coleman
    • stylelikeu@riribex❤❤❤❤
    • stylelikeu@riribex❤❤❤❤
• wildflowerstyleSounds amazing! Looking forward to this one. Xx
• olualegeMy frienddddddddddddd
• shawnmarieturi thank you. love you. need you! thanks for bringing the magic... on the regular. i
  love. super grateful. xo
• ali_ve12I've listened to her interview a number of times after I became a mother, so looking
  forward to hearing her again!
    • stylelikeu@olualege❤❤
    • stylelikeu@ali_ve12❤
    • stylelikeu@shawnmarieturi❤
    • maeve__darcy@powers_cw
• _buns_n_rosesyou ladies have made such a difference in so many lives, including mine! you all
  look absolutely RADIANT in this photo and I am so proud to call myself one of your biggest and
  truest fans! you are such an inspiration to me and remind me that who I am is beautiful enough
  and I don't need to conform to any societal norms or standards. Real beauty is what's underneath
  :) Thank you for being you!
• stylelikeu“I love color. I think color is a vibration. When I dress in green or do my nails, or things
  like that, it puts me in a good mood. When I go to the suburbs I receive a lot of felicitations for
  my hair, my dress, my shorts, everything. In the rich suburbs, I get a neutral reaction. When you
are educated [In France], you never show what you think. I find that funny, it's like, I am an exploration... In the year 2000, I was homeless. I found a job being in charge of the toilet in a fashion discotech. The year before, I was studying English at Columbia University in New York. When I started to be homeless, even my best friend, she spoke to me like I was stupid. I had to find in myself a force I didn't know I had, because I was very alone. It was worse to be in charge of the toilet than to be homeless. When I was in charge of the toilet, I was just a step below from the social point of view...I had fallen down. I find that so stupid because there is no stupid job. While working in the discotech, I brought the camera with me and I started to take photos of the people and after that I had an exhibition once a month in the toilet of my photos. I was just a piece of shit in the social point of view so I could do whatever I wanted. In the old philosophies it is said, ‘you are your worst enemy,’ so I ask myself, ‘can that be true?’ It's so ridiculous to be your own enemy.” Artist Yvette Neliaz is this week’s bright light in The What's Underneath Project Paris, LIVE NOW on our Youtube Channel 👏🔥🌟💗 (Link is in Bio)

- #iamwhatsunderneath#theselfacceptancerevolution
- @damepipitv
- tunemountainprimitivesThis is everything.
- marciapeschke think this just might save my heart 😘 thank you
- helloredbench❤️🌟
- cass_teaYou are amazing! Color looks great on you❤️
- rachelmilhWhy did you erase the video with Jeanne?
- lafabrikarte'...friend, she spoke...stupid' #truecolours
  - anabargiel
- retrogcoutureOh my what a strong spirit bravo 👏
• anayica_louis Vibrant soul! Loved this episode ❤️
• yenrd WOW! 👏👏👏
• hanflowerr @brierlymcgee wow love
• msruthb She is so cool. Must watch the vid. Love her already
• maxine1911 Love, love, love her!!!!
• kara_rane 💙💚💛💜
• hippyhappybyanjurani Awwwww loved her she was cute and humorous.....funny I just watched it today and also realised today I have lost my British passport and live in France and she’s right without this paper document it’s very difficult and I have to return to Uk ASAP to get it sorted 😞
• beatrice.brossardsuperbe

• stylelikeu This Mother’s Day, we are reflecting on all of the brave moms we’ve interviewed over the last 4 years since beginning The What’s Underneath Project who have opened up about their truths around motherhood, no facade or filter. From experiences with miscarriages, to being a single parent, to leaving abusive spouses, to seeing children through chronic illness, to conflicts with career, these stories remind us that motherhood is not about perfection, but about love and the messy journey and what you learn along the way. If you wanna drink these stories up, you can find them on the Motherhood playlist on our YouTube channel or in today’s stories. Cc @karynstarr @mywrinklesaremystripes @mumumansion @gailchovanatelier @iammarimalek @dominokirke @alexawilding @staceyannchin @dailyorganics #iamwhatsunderneath #theselfacceptancerevolution
• mywrinklesaremystripes @stylelikeu And you two are s shining example of mother-daughter awesomeness x x
• oliviainmelb beautiful portraits
• laurelism@alexawilding

• shirashakti@joyfullycricket 💖

• mahoor.ha 💖

• mrsophelie Wow. So beautiful.

• rachstarrett Yay motherhood playlist! 💃💖

• alexawilding Such an honor to be included 💖

• essieboo1 💖

• shirinesaad Amazing 🙋‍♀️

• guidagambogi Powerful and beautiful pictures

• nillyfoshillyayee @mumumansion!!! <3

• jenniferbehr@karynstarr

• wifetolife! love each and every one of your interviews, each and every one of your interviewees...thank you! Thank you for creating this space!

• arbil_celen_yuca You are so brave! Always tell the truth cause thats the real beauty

• josefinehl111 💖 💖 💖 💖 💖

• pattipradocurran Just finished watching Karyn Starr’s interview and I found myself in tears. Love your channel 💞💞💞

• stylelikeu Great afternoon spent interviewing 91 year old Lisl Steiner for our podcast, who was 87 when she did her What’s Underneath episode (a don’t miss.) Today she read us her ongoing letter to Mark Zuckerberg about her upset over the superficiality of friendship that Facebook has created ☹️, among many other very wise things 😊
• Shirinesaad I remember her from your launch!
  • msvwoods Love her!!! 💚💚💚💚
  • Astri Beautiful ladies ❤️
  • TheChurchHouse I'm always inspired by the insights you share!
  • i_magnin Spirit animal. ❤️
  • roses.and.succulents The videos you make on youtube make me feel inspired to do what I want and how I want to live my life and I thank you very much and I hope I will pursue my dreams
  • Kara rane Genius
  • jadesoar@asboproject Experience 🌟
  • Helene athanasiadis How do I get the podcast?
  • sstaayweird ❤️❤️❤️
  • stylelikeu@helene_athanasiadis wherever you would listen to a podcast ❤️
  • stylelikeu@roses.and.succulents ❤️
  • izzymayhew I love the new podcast! Listen to it whilst I'm driving around and feeling inspired!❤️
  • helene_athanasiadis@jakeharlequin

LikeComment
577 likes
  • stylelikeu “Finance is a very macho world where you need to be somebody who is able to laugh about stupid jokes about women, pornographic things. For example, investment bankers, they send these photos to each other all day, and I'm wondering, ‘is there no work to be done?’ It is also a ritual to go to strip clubs, and it's about what table orders more of these enormous bottles and the bills are just ridiculous. Their dreams are very
different than my dreams. I don't dream to be able to buy an amazing car and drink expensive champagne. So I left. I understood that this is not the world I wanted to be in and I wanted to create something on my own.

Now, 20 years later, I have done what I want to do and my store is called @SoulObjects. We don't accept any cards. When you buy something from me, I look into your eyes, you look into my eyes, we shake hands and we do business. I don't understand why the bank needs to come and hold the hand up and say ‘hey, give me some share of that.’ I say, ‘do I like you? No. Are we friends? No.’ You can walk out of the store without having paid yet, or you can pay cash, or you can take the products with you and we will send you an invoice and you can wire the money. Our experience from four years of doing that, is that everyone pays. We have 100% trust, with which you can start knowing each other. In Germany I have the feeling we start with 0%. If you start with 100% of trust, it sticks with 100. It's a matter of respect, it's a matter of saying ‘hey, you are trustworthy.’ It's a good feeling. Our world works exactly the opposite.” Kornelius, founder of @SoulObjects, is this week’s What’s Underneath Berlin star - don’t miss his episode! LIVE through link in bio.

 сосцпок#IAMWhatsUnderneath#theselfacceptancerevolution

- ticaschris Love this video
- aritaberreirait was soo good! 🌟
- sian_estelle What a wonderful idea!
- em.i.229 Only in Berlin 💚
- thepajamarama such a beautiful episode 🌟
- jasminstanford Oh this is just wonderful! It makes me feel warm inside that there are humans like this out there

@soulobjects I love your principles / ideals .... and @stylelikeu thanks for bringing us this 😄

- px_xaver That is so lovely 😊 I'll definitely come by next time I'm in Berlin!
- moonrabbitvintagela How beautiful! He was so raw, open, and refreshing to watch! Thank you!!
Remembering what a game changer this quote was to me (Lily) on my own journey during @curvycampbell's What's Underneath shoot in late 2015: “For me, fat’s not a bad thing. I am fat. It’s just a descriptive word. For years, this word was the worst thing you could say to me. Now, I call myself fat all the time. I get offended when people say ‘you’re not fat, you’re curvy.’ Why is ‘fat’ such a bad word? Like, ‘How dare you be fat and happy? How dare you be fat and having sex? How dare you be fat and getting chatted up more than me?’” If you missed this epic interview, visit our YT channel!

- #iamwhatsonderneath
- #theselfacceptancerevolution
- lisbethtrojgaardhansen❤  

fajita_kitty Hmm. I still think fat has just such a bad connotation.. The word fat itself is neutral because fat is in almost every food. But if someone described me to a stranger using the word "fat"... I don't know. It feels odd.. But that's probably the same with words like "gay" or "retarded"

- momsflashfashion❤👍😍💕  
- curvycampbell❤❤❤❤  
- iskradinkova Shout it from the rooftops, baby!!!

- dlhrrm I think a good thing could be linking the video everytime you post a picture of its "actors" in order to find it more easily. @stylelikeu

- theurbanradiovoice Cute chica

- xoaliciarose😊😊😊  
- xoaliciarose😊😊😊

- windowboxboutique I have a sister who is anorexic & eating disordered, & in denial. She cannot even be friends w fat people, or respect them. The prejudice disgusts me!

- momster four So great! 😍
• **carmen_carapinha** I love all your interviews but this one, for me, was the best!!! Loved it so much... Inspired me a lot! At the time i saw it, I was struggling with my body image, and i saw this episode so many times to make me understand that we have to accept ourselves as we are and have fun... Be happy! Thank you so much for the remembering💕

• **runforyourlivs** I loved her interview and her whole manner. She seems like someone you could just walk around with and talk to easily. ❤️

• **adriana_accinellisoy_donante** Porque la gente gorda necesita ir diciendo que serlo es normal y que esta bien y que se es feliz blablabla .. pienso que el equilibrio de ser ni muy flaca ni muy gorda seria lo normal y lo que está bien pero para la salud .. la estética ya es otro tema que puede importar o no ..pero de seguro los extremos NO SON BUENOS!!

• **veryberrycherrri@dlnrm** I agree @stylelikeu I can’t find it on you tube for some reason.

• **dlnrm @veryberrycherrri** I've finally found it after a while: https://youtu.be/a17bAuSXr6k @stylelikeu

  • **veryberrycherrri@dlnrm** thank you!!! Thanks for seeking it out.

• **stylelikeu** “I never did my coming out with my family. My family, I only see them once or twice a year. It's always for Christmas, and it's always one or two days maximum. I haven’t found the moment to say that to them. Corrine, my performance name, is the name of my brother's wife. I came to town for the wedding, and on the way from the train station to the wedding, I told my other brother that I was gay, and he stopped the car and wanted to fight me. Saying, ‘What a loss. Not possible.’ Of course it upset me. It made me sure that I’ve made the right decision to not live in that fucking town with my parents. It reminded me that I’ve made good choices in my life. I left the real family, but just after I found my friend family-- the family I’ve chosen” 🌈

• **@corrineandco** was last week’s What’s Underneath Paris star, have you seen his episode? Don’t miss it! Live on our YT ✨
• Thank you, @sundayriley, for partnering with us on this episode and supporting the self-acceptance revolution! 💕

• diabetic.nephew This man is AMAZING. So so so inspiring, the vulnerability, the freedom of expression, the wisdom, just a BEAUTIFUL spirit
  - _reyrojas_ @beetleskellington 💫
  - almazalma 💟
  - roos.alien 🎀
  - officialg_angelz🌈😭❤️❤️❤️

• sundavriley Beautiful! Thank you for allowing us to be apart of this! 💕

• thearcticlass I was crying during this episode. I liked almost every episode you have made, it’s so amazing what you’re doing and how many interesting and beautiful people you have introduced to the broader audience (thank you for that by the way 😻) but this one literally moved my heart....
  Wonderful man, seriously... He is the world’s treasure! 💖💖💖💖

• shopthousands@corrineandco You are awesome and beautiful 😍

• annenyc@corrineandco thank you for your courage and for sharing your story. What a beautiful person you are 🌸昇

• lisbethtrojgaardhansen 💖💕

• stylelikeu@thearcticlass 💖 😍❤️

• bendorcoco 🌸❤️✨

• nuhhtorious Beautiful human with beautiful words. Bless you

• marinacorach 🍃✨
Since I was very young, I always loved to put on costumes and I created my first character, kind-of like this one, called Corrine. It was always Corrine, since the age of three, maybe four or five. It was not about particularly feminine things, but it was about transforming myself. There was a street theater festival near me and I began to see shows when I was 11 or 12. With my family, we never went to cinema, we never went to theater. With my family and in that town I was not out. Later, I met a street theater company who I worked with for 17 years. I met people who gave me their knowledge and who showed me artistic things and opened my brain. They helped me create what I am now….When I finish my work, and I take off my makeup and it's finished, I put Corrine in a bag and go. I don't want to be a woman. I'm good in my body of a man. I feel similar to how a clown feels. A clown is a character that you have for all your life. When I'm Corrine, I can do the things I want and that I cannot do when I'm Sebastien.” @corrineandco in the newest What's Underneath episode! Link in bio 🌈!


- baymos Yes. I cannot wait to watch this one 💕

- aritabferreira Loved this episode! x

- kitsheridan 😍

- nelson.anyways How wonderful he is!!! Bravo!

- meals_bacon @uhlayknee

- nacoparis Amazing documentary ❤

- leelaa 7 @ktmcleopatra 😊

- ktmcleopatra @leelaa 7 you opened up my brain!

- 1101_hhh 😊

- xx_catherine.xx cool

- olushasm This was an unforgettable one

- angiedynamo Great Episode!! What a true beauty. Thank you

- stylelikeu "Style says so much about self-esteem and self worth. It's individualism on display. It's personal power on display....For me, dressing is about lifting myself up and feeling awesome. Feeling great when I go out the door so my interactions are enhanced. Because I think it’s important to have a great fucking day. And it doesn’t matter what kind of a fucked up mood I started with, I need to turn that around because it's not about me. When I walk out in the world it becomes about us." - Cathy Cooper ✨🙌 #tbt #iamwhatsunderneath #theselfacceptancerevolution #olderandwilder

- brasscircle Love her.

- ashleyidalia Yaaas! I love her perspective 😁

- tunemountainprimitives Love this. I want to be her friend. Lol
• heddyberry Beautiful. Wise. Thank you. 🌸

• allie__dean That's exactly how I feel about my style

• rukust Boom! My hero!

• hstig @annamje they're all amazing but this is speaking to me right now :) xxx

• lisabradkin @ bernafitz 😍❤️❤️❤️

• xobbett One of the most powerful impressionable episodes x

• purposefulfashion This is greatness!!!

• emmawhitneyphotography 😍❤️❤️❤️

• ceci.llul So powerful 🌸

• kittery207 Jesus... I love her!

• blackinktemple 🌸 @ stylelikeu & @ graceneutral collaboration

• pancakesalad_ooh i like this one

• mleigh.zzz Love her!

• lotuschild arti i feel exactly the same way when i dress but was never able to express it this accurately! i love this woman!! 😍

• dogsaredreaming One of my favourites! Also how do I get my hands on this hat though?!

• annamje @ hstig I feel ya! It's important to have a great fucking day. What an amazing quote. I'm loving the new series too. Don't ever stop @ stylelikeu

• bionicwendella 😍❤️❤️❤️

• mlegimble YES!

• leopard_and_lipstick Love her outlook 💖

• ahow90 This is beautiful. Thank you! 🌸

• tatummarrs This reminded me of you, I love your perspective! @ natmac21
• natmac21 I love this!!!!!! Following ✔️ @tatummars

• tatummars@natmac21 this video with Cathy cooper is so so inspiring I have chills!!!
  • hippyhappybyanjurani Amen, amen AMEN 🙏

• hippyhappybyanjurani You beautiful human being.....we have to always have his intention of thinking as a whole and not a singular because the more we love and come together the more powerful love in the weld becomes 🙏

• stylelikeu “When I was pregnant, I really wanted to get my body back as soon as I could. I wanted the baby to come out really quick and not breastfeed. I wanted to share the responsibility of the kid with my husband. From the minute I had a baby in my stomach, I was like, 'this is gonna be a 50/50 job, I'm not going be the kind of mom who has a baby wrapped around her body for two years.' So many people told me: 'Why? Poor baby! It's horrible, oh my God! Bad mom!' And recently my kid, who is now five and a half, he told me: 'Mom, you are the best mom in the world.' And I was like: 'Oh my God, that's so cute to tell me this, why are you telling me this?' And he said, ‘Because your job is so cool!' He’s proud of me for what I do.” .

• @laurenbastide in her episode of The What’s Underneath Project Paris, visit our YT for her full interview! 🎁

• b_xg This was such an interesting one and very very insightful. I have to say- this has to be one of my favourites it was so brutally honest. 👏
  • chris.coubertier@lexe89 ❤
  • juliaambulia This video really touched me, she was so brave and raw ❤️
    • marionledigabel 2 ❤️
• hippyhappybyanjuraniHonesty....just because you are going to be a mom....life doesn't have to be become just about the child....you can see many mothers who put themselves 2nd and never value who they are anymore as they are so full of motherly duties and lose themselves in this role

• cynsummersI LOVED THIS
  • jobeeprojectso real
  • stylelikeu@b_xg thank you

• stylelikeu@juliabambulia so brave! Thanks for watching
  • stylelikeu@cynsummers thank you

• rachstarrettI would LOVE LOVE LOVE more mom stuff. In America we don’t get real raw honest mom talk very often and I’m struggling! Shits hard!
  • guarangTHIS.

• I think this may have been my favorite, yet (and I’ve been watching for 3 years!)
• What a fantastic woman. And this particular part of her interview resonates with me so much. I feel like it lifted years of “Mom guilt” off of me.
• I’ve been meaning to write a long winded gratitude manifesto to you guys...but I couldn’t help but leave a comment when I saw this post. #longwindedanyways

• tilly_the_artistThis page has definitely evolved I remember @stylelikeu “what’s underneath” when they just had the plain brick wall aesthetic. Definitely my favorite
  • jillygrinsvenShe is amazing

• oliviainmelbExcellent. This is what feminism looks like. I wish women everywhere had choices like this but sadly they sooo don't. I chose to breastfeed for 2 years per child, never left them in care or with nanny's or babysitters and pretty much became a stay at home mum, and I applaud your choices and decisions and feel empowered by them! But i know we are such a small select group globally to have these stories around us. Without the stories around you you just can't imagine anything but what has always been. So thank you for spreading stories @stylelikeu keep em coming!
• **patsysinclair99** You poor deluded soul. He’s 5 what does he know about selfishness. He hasn’t been around as long as you. Grow up and be a mother not an aspiring Instagram model.

• **mahliair** already watch her on youtube. I was just like "ok, am not alone." ilove you guys all. stay inspiring. keep sharing.

  • **christine.marie47** Loved her episode!

  • **stylelikeu@rachstarrett**

• **stylelikeu@guarang** thank you for your love and support, it means everything to us 🙏💕

  • **londisgoods** Have watched this times over! So refreshing 😊😊😊

  • **zariyaallen** So great. Love what you guys do ❤️

  • **thegirlwcurls** LOVE this!!!!

• **laurenbastide@patsysinclair99** you prove my point so well thank you 👌

  • **laurenbastide@guarang** 🙏❤️

• **stylelikeu** “My favorite part of my body is my mouth. All of the things I love about life, like kissing, eating .. it all goes back to my mouth.” @naomishimada in her What’s Underneath episode #tbt

  🌸❤️❤️❤️

• Truth be told, it was an ecstatic full circle moment for us when we skyped with a fan who said this quote actually healed them from Bulimia. Go Naomi, you are the bomb and we love you 😋😍💖

  • **xeenigga** So pretty!

  • **josieleila** I want to be this pretty 💖

  • **katebaa@honorvincent @miag**

  • **luizaleaos** One of my favourite episodes ever! Thanks @naomishimada 💖
• **stylelikeu@josieleila** you are

• **liv.mcknight** naomi is made of sunshine!! the world is so lucky to have her!! 🌷🌷✨ @naomishimada

• **honorvincent@katebaa** omg gonna watch this!!

• **loving_vibrations** We are Loving Vibrations we believe in teamwork makes the dream work! Come and connect with us.

• **metrointegrative** Wow. Awesome! 👏👏👏

• **minalisue** <3

• **brooklyn_mullen** YES love this

• **stylelikeu@liv.mcknight** agreed!

• **lysacooper** LOVE THIS ❤️❤️❤️❤️❤️❤️❤️❤️

• **_reginaselma** Where I was first introduced to this joy bursting, inspirational lady!!! @naomishimada 🌸✨🌸

• **kozie_bacio** One of my favorite videos

• **bribridgman** LOVE HER

• **oliviareily** 💖💖💖

• **dutchiemetz** You look beautiful 🌸

• **purelypatricia@stylelikeu** 👍

• **michelejubilee** Beautiful!!!!!!!

• **loladlh** You broadcasting all my favorite people thank you!!!! 😍😍😍

• **alyssa_mayumi** This is the best answer to that question 😊❤️ I love that!

• **stylelikeu@loladlh** thank you for being a part of our community 🌸

• **stylelikeu@kozie_bacio** thank you!
• cynlagos@j.conspires

• iambiancaobrien💕 plus the additional caption 💕

• iambiancaobrien@tokyobeen

• ah3art This is the insta for the YouTube channel! @anacapri

• anacapri@ah3art kissing and eating are 😊

• dairyfreeicecreamsandwich@lunation___you !!

• jaitheconqueror One of my fav interviews ever. She’s such a light 🌟

• coastandcamera So much yes 😊

• onetocelebrate❤

• ambeezeyy@brandiyoga

• naomishimada Omg how did I miss this post!!!!!!!!!! Thank you so much @stylelikeu and all the lovely humans writing on here! I’m touched by all of you 💚💚💚

• naomishimada@jaitheconqueror 😘❤️❤️

• naomishimada@liv.mcknight 😘😘😘 thank u so much u are too sweet!

• naomishimada@luizaleaos ❤️

• lisatenhove@lauramjob look at this

• stylelikeu@naomishimada ❤️❤️❤️❤️❤️ we love you!

• j.conspires@cynlagos but do you have the time tho????

• cynlagos@j.conspires nah

• oslynwhizar She is the best 🌸❤️
• **stylelikeu** Dress to express your inner spirit! 🌈 #theselfacceptancerevolution #iamwhatsunderneath 🦋

  • **jeweledspirit** Yes!!! Love this!! 💜❤️ xo

  • **marthamamos** Love youuuu ❤️

  • **cokhio** I love seeing you joyful!

  • **yocamile** #adenimmoment

  • **stylecrone** Inspiration!

  • **barfseventies @thevioletrevolution**

  • **stylelikeu @yocamile** 😊

  • **walipto** Yaaaaaasss fuck me up with those orange heels

  • **shirinaaad** Lovely!

  • **thevioletrevolution @hannngst** ♀

  • **nomanoire** So good, love! 😊

  • **carolnegrootaerdt** I just adore it!! When a visit in Belgium??

  • **rewindplayfastforward_vintage** Nice outfit! 🌸

  • **junkattic** Absolutely diggin' the heel on those shoes

  • **hippyhappybyanjurani** Love you, you incredible human 🌸

  • **hippyhappybyanjurani** Dress yourself to please yourself and no one else 🌸🌸

  • **stylelikeu @hippyhappybyanjurani** 💖💖

  • **olganotes** Those shoes!!!! 🌸

  • **susannah_rosa** Hawwyyeahh!
I worked for 10 years at Elle, and I was really into fashion in an immature way. I would go to Zara daily. It took me some time to realize that that system was wrong. When the factory collapsed in Dhaka, in Bangladesh, more than one thousand workers, mainly women, were killed in this. I think we all knew how it worked, we were aware that those clothes were made by people in the Southern Hemisphere and that they were really badly paid, but this event made it all very real. Since then, I've never bought any fast fashion. But in general, I’ve been angry with the fashion industry. I realized how little freedom we had from the advertisers. What made me go "Okay, you know what? I'm leaving” was when I covered a trial about a young boy who had been killed by the police, the minute we were about to send the pages, my boss arrives with a furry key chain from Fendi and says, "Oh look, there’s this key chain from Fendi, we really have to put it somewhere!" And she was like: "Oh, you know what? We're gonna put it there.” So I had to say fuck you to my young journalist, to the trial, to everything that was meaningful to me, to put in a stupid Fendi furry keychain. The ultimate humiliation was I had to write three lines saying, "Oh Karl Lagerfeld is so cool.” At some point you have to listen to your gut, I guess. And my gut told me to get out of there. I then had this offer to be on a TV Show. I'm not really proud to say, but I felt it was really cool to do something that visible, that well paid, that prestigious, but it was a nightmare! Television, it’s even worse. Misogyny on television? It’s unbearable. As soon as I arrived there, I said "Okay, I am going to only wear ethical labels, emerging designers. I'm gonna wear only jackets, shirts, and t-shirts. I will never wear a dress. I'm not wearing too much makeup, and I don't want my hair done." One of the producers said: "You know, on TV it always looks better to have cleavage… you should try it." And I was like: "Nope! Bye!" People tend to assume I’m a “smiley blonde, she doesn't look too dangerous.” Well, I'm really radical, guys. Be careful!

@laurenbastide in The What’s Underneath Project Paris. Link in Bio!

Load more comments

soulstylenyc@indigohandloom

aggie_00Love to see Lauren here!
How we feel about what we wear and why we wear what we love needs to be separated from “Fashion” because Fashion is just business, dependent on smoke and mirrors. To express one's authenticity in one's appearance through the medium of dressing needs to be real. Loved your writing.

Thank you

• lisbethtrojaardansen

• neemeesaa@jj_alvarezdelugo about fashion the business
• laurenbastide@stylelikeu Hi! In France I really trust any brand sold at @centre_commercial and I think they ship 😅

• kalada.anga@stylelikeu Thank you! 🙏

• cupoftea_andscones Poudreuse et abonnée à stylelikeu depuis un long moment, meilleur crossover!! 😊

• claraivy Think you might like this @manifestowoman x

• sariratsula Hats off to you!

• cerebrodejess@justineleconte reminds me of your fast fashion video that has changed the way I purchase clothes. 🙏

• nathaliajmag I really like you and this @laurenbastide

• prettysilky Evolve with PRETTYHIGH®!

• centre_commercial@laurenbastide 👍 🎊

• tessalblack@elleblack0 @gracelblack@emily_fay_osullivan check these guys out on YouTube such good videos ❤️

• jillygrinsven She’s amazing!!

• anna_funmi Damn! I read that like a tornado- can’t wait to hear more.

• mollyschikosky@kalada.anga@everlane

• dianegoldie@kalada.anga I’m one of the stylelikeu family and I make bespoke art kimonos based on your inner world. Come and see what I do :)

• kalada.anga@dianegoldie I just had a look, these are awesome. I’m going to DM you :)

• hannviertlb 💖

• mariacolaidis❤️❤️

• annieswanderland Yes!! 🧡👏👏👏😊

• stylelikeu@kalada.anga@dianegoldie 👏
• zeldainsydney What an awesome woman! She’s such an inspiration.
• the.flo.show Brilliant! Lauren is so inspiring. Her podcast is my top 1.
• londisgoods Love this and love you @laurenbastide very inspiring!!!!
  • nattus_therattus You go girl
• charlotte_galvaing Love you @laurenbastide!
• denamekawi @kalada.anga @ecotisticnyc
  • nazzy_zaa @liviafirth
• stylelikeu @chloebacelou❤👏🙏😘
• lucylevenson @laurenbastide same lovely, used to work as a photographer for magazines. Hated the superficial side. So glad I am out of it, just loving doing my art😊
  • lainalu_ @fainting_goats
  • athenaxlevendi Very powerful❤

• stylelikeu Let’s reject advertising’s grip over our editorial pages and patriarchy’s grip over our self-image! French journalist Lauren Bastide listened to her gut and found her power. When have you listened to your gut and found yours?

• French Journalist @laurenbastide tells all in the first episode of The What’s Underneath Project Paris & Berlin.
  • #IAmWhatsUnderneath #TheSelfAcceptanceRevolution
  • stylelikeu

• #stylelikeu #style #selfacceptance #paris #berlin #personalstyle #aging #patriarchy #honesty #courage #motherhood #gender #sexuality
• #model #styleblogger #styleinspo #iconic #iconic #sexualidentity #motherhood #honesty #capitalism

#advertising #journalism #lapoudrety

• biancabunnie21 I absolutely love this

• missnhoss "The ultimate humiliation..." lol love this woman !!

• instajennywongmodel 100% agree

• rythma She’s incredible.

• samanthaizz Loved this interview!! and everything you guys are doing!!!!! 😘😘❤️❤️

• saso.si

• calikingfilms good for her 🙌

• princesse_indulgence 🤗 @laurenbastide tjs maxi respect ! 😊

• karingodecke_art I despair hearing the key chain incident 💔

• mayamariana88 Omg. Yes, hear your gut, ALWAYS

• mayamariana88 Girls, this revolution you have created is insane, its my religion now. What's underneath is so clever and real and raw and beautiful and SO NECESSARY. I wish to either work with you guys one day or be a guest. Its so inspiring to watch these videos, there is so much light. The messages are urgent and vital. Because its timely, it is a powerful project. The exposure, the truth, the interior, it all counts, it all matters. Im sure everyone tells you that you should keep going because you are doing awesome, i just want to join in that opinion as well. Dont stop doing this ever, the force these videos carry is alive. Come to south america and do a latin season hehehe. Come to lima, peru! I'm a starting actress and filmmaker and your show is a KAPOW of positive emotions and is filled with motivation OH YEAH!! Ok. Thank you for giving birth to your colorful revelational (is this a word? Too tired to look it up) show so we can all delight in its awesomness. (Sorry for the errors in writing!! getting better!) Ok. See you in the future when we can collaborate! Hells YEAH!!!!

• mayamariana88 Replacing "show" with "interviews"
• hippyhappybyanjuranIThe Fashion industry is cruel and hateful.....I’m am independent designer working with passion and create what I love and never follow the fashion industry or trends I follow my heart when it comes to my work......bravo to you to realise you are worth much more than the company you worked for @laurenbastide
  • alia277
  • leelaa_7 Love it @laurenbastide!
• When I listened to my guts? When leaving a more-than-toxic relationship - and ever since I’ve refined that power
  • kate_creedon@meganccampion reminds me so much of the actress from before sunrise
  • stylelikeu@leelaa_7 amazing!
• stylelikeu@mayamariana88 thank you so so much ! Your support and kind words means everything to us. Can’t wait to come to Peru ❤️❤️
• mamadoyourthing I left fashion because it’s a toxic and fake place to be in, I dedicated 15yrs and after having my 2nd child I said to myself I deserve more and there is so much bulls£&@ I could take..I finally got the balls to get out and start all over again ..new life +new me =happy❤️💫. Love your work, your videos are so amazing and powerful Xxx
  • kei.ti Beautiful project, wonderful interviews. 👏❤️
  • stylelikeu@kei.ti thank you❤️
  • thecandnshow Great 👉
• stylelikeu When we walk down the street, people stop us (or laugh at us from afar) because of the colors we wear as if we just landed from Mars. But the truth is, we would rather be from mars than to
subscribe to the rigid norms of the earth these days 👌😂😉

#theselfacceptancerevolution#iamwhatsunderneath @elisagoodkind

• Load more comments

• madisonuwish Yes, yes and yes ❤

• triecebdal Where did you get your blue puffer coat?

• junkaticdgotta thank you for this post. i get the same here. just too advanced for mere rule followers.

• flowerculttt That blue coat is sooooo good

• prinico30 Love your moms loafers and skirt!!

• onceatrinj I’m from Mars too ... always love to toot my own horn ...

• tiki1682 Yass! I always like to think they stare because they're jealous!

• pamelajolawhat is it with major North American urban centres and colour phobia? I live in Vancouver Canada and people give me the side eye all the time when I diverge from black/charcoal/blue jean. You two are stunning. my mom had a blue down-filled coat in the 70's. She rocked it and so do you!

• soverigncollection Fck Yass 👊

• lola_reyel I agree! 🙌

• nataliagemontero That's such a cool jacket!! And YAASSS on your caption!!

• mckenzieshhh YES

• modernmisfits You both look SO COOL

• jenna_aceandjig 💖

• snuffl3upagus Thank you for normalizing natural beauty and supporting individuality! Such a positive message. You are goddesses. 👑

• nikaelasainz Yaaaaaaassss
• msvwoods

• mayamariana88 Yes!!! I do the same! Were from mars baby!

• bizzyp26 YO IM STILL FEELIN THAT JACKET LILY
  • badgalweegee@here_i_am_zine

• wildflowerstyle Hell yes! Power to you beautiful women x

• a.minute.ago Colours!!! You look happy and great❤️
  • maretinita游击

• bellamillan_Queens

• caitlinjlek Looooove

• matildasvensson77 I love you colourful inspiring people!❤️ ️

• consigntrilogy Love your pattern pairing, mama! Both of you are glorious feasts for the eyes. Xo
  • minnielane@scarlettdaily #abfab always!

  • rachelfleet YESSSSSSSSSSSSSSSSSSSSSSSSSSSSSSS

• trishedge God bless you both for ALL you do ❤️. Please never stop.

• vvhore.chata Where is that blue puffy jacket from ??

• stylelikeu@nbrahim Thank you ! It’s from Marques Almeida ❤️

  • stylelikeu@triecebda1 it’s from Marques Almeida ❤️

  • freshfruitslice caption and outfits yesss agreed!!!

  • triecebda1@stylelikeu thanks!!!

• stylelikeu@vvhore.chata Marques Almeida ❤️❤️

  • dayanitaramesh ✨❤️

• heathermaccalux Love you women and all you do

  • stylelikeu@johnnycassanova love you!
• stylelikeu@rachellieit can't wait to see you tomorrow!!!
  
  • stylelikeu@bizzyp26 luv u
  
  • ramblinggypsyyrose That blue coat.. IS EVERYTHING
  
  • emma_rose_jenney Beautiful
  
  • liljaxcreations #truth 🔥

• nkp_x@stylelikeu PLEASE START A PODCAST!

• the_flo.show Hahahahahaha loving that statement and have decided this minute to endorse it forever :)

• lizgrace.p I love you and what you stand for. It's quite difficult to explain the effect you have on me, but you can be sure it's a great one. You inspire me so freaking much ♥ ♥ ♥
  
  • anne_ghebrial Love it !!

• palopiza 💙💙💙💙

• liam.v.e@baby.blu_e cute

• evaperez5 OMG cannot wait!

• airyarie Beautiful! Congratulations love how this is growing

• nadia_balla@_nyasha_m This page is so cool! Thanks for showing it to me 😛
  
  • hayleysilver82 Powerful message 👏

• pigarcia0223 Can't wait to watch 😊 your videos help me so much.

• iamhuia Love 😍

• luise_helm@mic_oala Miiiiic!!! 😳😭😭

• seedsoflifenaturopathy Really excited for this! Thank you 😊 😘

• serephinaluna Brilliant!! 🥰 💖 😍
• sunderland76 I can’t waaaaitttt! Love your work SO MUCH!!!
  • jessbalz So super excited for new episodes!
  • All these stories fill my soul a little bit!
    • If you ever consider to come do a Cape Town Edition let me know.
  • leithgroves ✌❤️

  • zanapantelic I have a great respect for your amazing work! Can’t wait! 😍❤️❤️❤️
  • nomtha_kiama Yay!
  • nadine.helios This project of yours is absolutely gorgeous, and I love it! Keep it coming 😎👍
    • lamacams@lois_wussah maybe this is interesting for u girl
    • takemetomymothership This literally gave me chills all over
      • carcamogiovanni5@guiliayael
  • lois_wussah@lamacars yassssss this is i’ll probably join the movement 😍❤️❤️❤️
    • dann.cht Come to montreal <3333
    • iamslyounger Come to Australia!!! 😍❤️❤️❤️
    • v.aiin Yayyy❤️

• stylelikeu We come bearing gifts from Paris and Berlin, beginning March 26th...
  • stylelikeu
  • #IAmWhatsUnderneath
  • #TheSelfAcceptanceRevolution
    • #SelfLove
    • shirinesaad 😍
    • johnnycassanova 😍❤️❤️ too excited
• lilylouscott@gracearmstrongg
• tiaadee@brianna_donnelly new style like u + paris = true magic
  • hannahvgeeresteinCan’t wait!!
  • laineashtongSo excited!
• gracearmstrongg @lilyscott24 😱😱😱
• earth.waves.fire😭😭😭💖Yes I’ve missed it so mucg
  • emilybeebopPumped!
• vintage_m_westYay!!!! Can’t wait. 😞
• corrineandco@stylelikeu CAN t wait <3
  • amjenkinzI’m so looking forward to it! Love your series ❤️
  • stylelikeu@johann.sebastian.bachoy we're glad to be back!
    • stylelikeu@johnnycassanova we are too!
    • stylelikeu@amjenkinz thank you❤️❤️❤️
• stylelikeu@vintage_madam_west We can't wait either! Thank you
  • ganderxoYesss!! I find the people and stories you share beyond inspiring. Thank you for bringing us life lessons, honest conversation and personal style. Can't wait! 😍😍😍
  • stylelikeu@ganderxo thank you for creating this community with us!
    • ag_rou❤️❤️❤️
      • chiarutzieThank you for doing this ❤️
        • _okbritY
    • _barbart_are you coming to budapest or venice?
      • _okbritmerci beaucoup
• candybomber_zI am checking for new stories about 3 times a week, I love everything about them, they inspire and create deeper compassion 😍❤️ thank you
• uhhuh her Wahoo!!

• martinatotem Can't wait! Come to milan💕💕💕

• junkatticwoot! looking forward...

• stylelikeu@candybomber thank you for your support! It means everything to us

  • moolin99finally!!!!! Can't wait.

  • stylelikeu@junkattic so are we!

  • taraiztenacious Love this! 😊😊😊

• missfitzzz YES! 👩💕

• radicallymana Oh god yessss! ♤

• oksanaboyko.28 Cant wait to see!!!

• alexahoonakker Ah I’m so excited!

• gypsybruja Awwwww u guys interviewed Lary❤

• musisisi Come to Brussels next time ❤

  • ashittylilfry yay!!

  • samsies987 Yay!

• ashperusyalassss! Can’t wait;

• minaglis I live for your work 🌈

• mamadoyourthing❤❤❤

• erinodrisk @aislingmac @treasaomahony @carminadedonatis

• aislingmac@erinodrisk goodie

  • prettypennyclothing❤

• landofguroh so very excited

• travelonvagabond@allivandavidson
• **emilli_emilli** Yay!!!!!!$  
• **emnarrue** 😍😍😍😍  
• **teultgen** this is the best series!  
• **kozie_bacio** Yessss !!!!!! I was so worried when there wasn’t any more videos  
  ❤❤❤❤❤❤❤❤❤  
• **mayamariana88** I love your show, it's pure and so inspiring and just beyond beautiful!!!! Thank you for doing this, its insane!!! I cant wait until march 26th!! 20, 21, 22, 23, 24, 25, 26---> OH YEY!!!❤❤❤❤❤❤❤❤❤  
• **embxzzz** can't wait !!!  
• **edwina_eddie** Yassss !!! Been waiting on this😊😊  
• **rachelleekruger** Omg!!! How exciting!!!! Can’t wait! 😊😊  
• **karingodecke_art** Wonderful. I'm so glad you were just taking a break and not finishing. It's such a great concept.😊😊  
• **louisagoltz@jeannedekroon** baby here you come ❤❤  
• **_gourmandine** My hometown and one of my favorite city! Can't wait!!  
• **arastudiopilates** Yes!!!!!!!!! We are so excited! Can’t wait for this new series 😊😊❤❤  
• **leah_bellefleur** I recognize Lauren Bastide !! How great!! Her podcast is the best !! Love you guys and your work ❤❤  
• **kal.mm@niamilenova** so keen  
• **kal.mm@niamilenova** so keen  
• **isabuenosaires** So good!  
• **_okbrit** I love watching these lil vulnerable sit downs, I feel like people walk around thinking they're the only ones with problems like they're alone in the world and these videos are like a reminder, that
we are all so fragile but so strong, resilient, full of love, pain, and light. we each have individual stories to tell, we just have to listen. we are all messily human and it's so goddamn beautiful. Thank you for creating this project, it makes my heart so full❤️

- a.good.boy @fanniesosalove looking like a while snack and an inspiration
- a.good.boy @a.good.boy *Whole...
- fleurlauscher What is the name of the girl all the way up, on the right side? (She makes dresses) but her interfieuw is deleted at y
- fleurlauscher At youtube*…. so what is her name?

- stylelikeu "This isn't senior citizen time for me. The Revolution ain't over.” 💭CREATE YOUR OWN DEFINITION OF BEAUTY @bethanhardison in our latest book, True Style Is What's Underneath, The Self Acceptance Revolution 💫 Link in bio 📖 (Also don't miss Bethann’s epic What's Underneath episode on our Youtube Channel)💕

- #iamwhatsunderneath#theselfacceptancerevolution
- View all 51 comments

- alexissiriani Yes!! I love this!! Create your own definition of beauty!! That’s definitely not the message I received as a kid flipping through the tv channels and pages of glossy magazines. @stylelikeu

    Thanks for your tireless effort to show the beauty in each and everyone of us.❤️

- mhsouzza❤️❤️❤️❤️

- stylelikeu @alexissiriani ❤️

- nashty pop Get it girl you look AMAZING!

- verbalcupcake❤️❤️❤️

- shirinesaad❤️❤️❤️❤️
• fotolyd#queen everything about this glorious woman @bethannhardison
  • anne_siem_art
  • agiftoftenAlways an inspiration
  • allyrvecLegend
  • triciabrandYASSSSSSS
  • rocklikehellShe looks damn good!
  • i_magninIncredibly fabulous.
• esquelifestyleOmg!!!! Rushing to watch this - love @bethannhardison
  • afroburbs

• dixonianjewels

• ivyb_the_realtorGorgeous
  • laurenbfayGorgeous.
  • allisonstrickland_Queen!!
  • iamkaorihellohelloI want to be a cool lady like her! From Japan

• anastridendeavorFor a woman like me who is fully entering her mid life, this example of enduring fierceness and beauty is literally like medicine. Thank you to this woman who paves the way for us to follow.
  • claradiesenYour own definition of beauty, I love that. So inspiring.
  • rashalyoga

• tyrene_hickman

• rpvtyBeautiful

• blackforestmoon
• thatsnotmyage#womenwhoinspire
  • dr.jewelz710
  • giselle.a.en
  • terezafloraa@yurikahi
  • my.big.diaryOmg❤❤❤❤❤❤❤❤❤❤❤❤❤❤❤❤❤❤❤❤❤
  • 71brown😍😍😍

• stick_with_me_im_crazyGorgeous with and whitout clothes!
  • chloe.h.h❤❤❤❤❤
  • loho_Beautifulll
• barker_haleyI WANT TO BE LIKE YOU!!! Fucking gorgeous.
  • aless_saHell yeah!!
  • jessicaburkeblair@edrisjustedris look who it is!!!
  • bigblackpantsI bow down to her...
  • sabode
• authenticroxie@seasonedcurves@seasonedwomannpursuit

• camapples👑👑👑👑
• seasonedwomannpursuit@curvyroxieYassssss!!!
  • liveit_giveit_love
  • lishaepersonyes! all hail the queen!

• tastexquisitekrisQueen 😊

• sonyasq22Gorgeous!!!!;
  • dixielincolnicholsAhhhh she’s beautiful❤❤❤❤❤❤
• stylelikeu: EMBRACE YOUR UNIQUE IDENTITY, @kelseylu69 in our latest book, True Style Is What’s Underneath, The Self Acceptance Revolution

    Link in bio 🌸 Happy Friday 💫

• (Also don’t miss her epic What’s Underneath episode on our Youtube Channel 🙌)

• #iamwhatsunderneath#theselfacceptancerevolution

  • olmedo.castillo I like
  • rodriguesdebora ❤❤❤
  • shirinesaad 🔥🔥🔥🔥

• manuka.hunny: this is so wonderful!

  • camapples 😊😊😊😊
  • etothegirl: Beautiful!

• bwatuwant2be: She's beautiful 😊
  • mamametrilove @kelseylu69 💞

• breeasin: She's so beautiful
  • karileekrome @juliothepittbull
  • edward.bamford: Ew
  • rebeccapantene: Wow, she's so gorgeous!

• rachelbradley.nyc: Oh my, she is gorgeous!!!

  • lightonance: Amazing
  • m.ssles❤
  • magandagirl 😊

• poli_big: That’s one way to kill any sexual desire... what a shame, really cute girl.. but so lost..

  • nessnessbobess 😍😍

• giselle.a.en: Beautiful
• genesiselijah@poli_big yeah cos you so had a chance hahaa
  • heathersotackLOVE
• meltedspatula@poli_big because that’s our goal, our purpose. turn random men on. 😊😊 that’s one way to kill any sexual desire... outward judgement of a natural body.... what a shame
  • celestiale87@davidgolverdingen 😊😊
• twelvecarnations So inspired by her 😄
  • amelia.maffeı😊😊😊
  • marteboneschanskerLOVE
• poli_big@e.t.andthepope What is your goal ? Is it to speed up the regression to early humans?
  • jessbabatsikosGorgeous 😻
  • laced_with_romanceBeauty inside and out
• meltedspatula@poli_big not shaving = erasing an entire history of advancement?? interesting. are all men neanderthals?
  • lindsaykaymusic👏
  • adonicanunnxoxoxo 😘
• blackmuslimgirllfly I just discovered you guys, and I'm literally in tears right now. Keep on keepin' on!
  You two are amazing for busting up stereotypes and giving us a platform to reveal our own authenticity.
  • blackmuslimgirllfly Thank you, @StyleLikeU
  • stylelikeu@blackmuslimgirllfly ❤️❤️😊⭐
• barberandfritzKiller light! Great content as per usje❤️
  • willemijn_roering@rnsls
• willemijn_roering@renske_dekker zie je: heel normaal
• bellenge#underneathwearewomen 😊

• laurenbille@stgermain

• halfw.ild@poli_big good thing she’s clearly not making choices to impress men like you :)))))))

• stylelikeu@Barbienox in our newest #WhatsUnderneathProject episode. Barbie’s episode is now live on our YouTube channel. Tap the link in our bio to watch now, and join the movement!  
  #IAmWhatsUnderneath

• #TheSelfAcceptanceRevolution

• whyshasha I love this episode 😊 :)

• nowherebut_here I can feel her emotion through this video and it's so empowering! 😊

• bri.xo I absolutely love this. 😊😊

• stylelikeu@whyshasha thank you 😊😊 what was your favorite part?

• phoebeannbrooks Sorry if I've missed something obvious but what brand is she talking about? 😊😊 I'm just curious!

• julietsunflower What you are doing is so important. I can't thank you enough for this series. All the love and power to you 💘

• missamandaleon@phoebeannbrooks I think she's talking about Aerie

• paulettebonetti Sadly I think the more relevant question is what brand isn't she talking about? It could be several hundreds.....

• phoebeannbrooks@missamandaleon thank you! @paulettebonetti exactly hard to be able to pin point just a few 😘♀️

• kimrossetti she's amazing 🤩

• alexandrinepk 💖
• **nicolechuck** I love your sassy scratchy voice Barbie

• **poetryinmind** Loved this one 🌈⭐💕

• **erinlogan18** What brand???

• **flicque** luv her sssssm

• **lovesyoumoore** American apparel?

• **lizaschormann** I love this video so much 🌹 you are the most inspiring and beautiful girl on instagram, inside and out!

• **clariecuppypcakes** @lovesyoumoore I'm guessing Aerie. 😊

• **lavsami** I love you much. U inspire me so much and everything u say just makes me happy. Ur beautiful SO beautiful inside and out. I wish I was ur friend

• **calailaifornial** loved this so much 💖 it was just the one thing I needed to watch this morning and it just made my day that much easier, so thank you.

• **xvicktoriyahx** @lovesyoumoore I thought it was the Aerie

• **xvicktoriyahx** @paulettebonetti What brand was it?

• **cassandra.rush** I watched this when I woke up and it made me feel good and empowered and accepting of my body and all of it's flaws. Thank you @barbienox.

• **theelfnamedlili** Those interviews make me feel so happy and at peace with myself😊

• **idaskiheim@sveenpriv** seriøst digger denne

• **momster_four** DAMN

• **noelrayortega** I love this! So many brands jumped on the "body positive" and faux-"feminism" branding and what do they have to show for it now? American Apparel, Aerie, etc... They just used these girls for a quick surge in media online.

• **shell_herbs** I think she's talking about American Apparel

• **thefrozenpictureshow** Wasn't it Aerie that had a really big "unretouched" campaign?
• **anusha_f@thefrozenpictureshow** I thought that at first but aerie have used her since and have used girls bigger than her ✨ I'm pretty sure she's talking about American Apparel but I could be wrong
  
  • **joan_riverz_eats_paintle**
  
  • **ireroman@majooroman**
  
  • **bethjuanitaxo** It's Aerie - google it 'unretouched campaign aerie barbie' and you'll see it
    
    @anusha_f@thefrozenpictureshow @shell_herbs

  • **lucyheatonldn** Yeah Aerie literally use one plus sized person and all they ever use is skinny white models who look like they are touched up anyway. Post the odd photo of someone with one fat roll and the world goes mad like 'thank you so much for posting this'. Honestly they are shit. There Instagram page shows such little diversity when you actually look at it. Not a fan. They act like they care when I'm sure it's all just for money and a marketing ploy.
    
    • **lucyheatonldn** their

  • **_diamondvalentine** I wish ppl would want to work with me @auntiebribri ppl keep bailing or unprofessional

  • **auntiebribri@_diamondvalentine** in due time. it's hard right now but it will happen soon enough.
    
    • **_diamondvalentine@auntiebribri** I hope so

• **stylelikeu** World Boxing Champion Alicia “The Empress” Napoleon (@boxingnapoleon) in our newest episode of Dispelling Beauty Myths with @Allure. Visit Allure's YouTube to see Alicia's video. Hair by @andriatobeyhair#truestyleisselfacceptance#strongisthenewsexy#dispellingbeautymyths
    
    • **elena_daniele** yassss!!

    • **drivera1964** Swoooon!

    • **mahsa110** I love this! ❤❤❤

    • **marchonak** Strong and gorgeous! Hell yeah!

    • **samandude** Yes yes yes yes amazing
• daryl.laura.jonesOmg I loveeeeee this @emogada
  • iamkisalolWanna cry I love her!!!
  • ms_jen__Stunning @bigrocksolid
  • sifagabriellaI’m crying this is beautiful
    • eli_doesSoooo great 😘 😘
  • agirlnamedandy😊 that's what I'm talking about! 👊👊
  • al_mu7anashSlap the society out of you
    • miguel_jacob @stylelikeu Bravo for all that you do!! I love this initiative.
      • rocksolidforeverThank u. Imma share it @jpewcerke
    • lovesyoumooreOne of your best :) im so impressed with you ladies always.
      • juliska 86
  • maveeseyThis woman is cool!
    • ee.mah.nee_Yessssssss
  • bethahoLOVE THIS @irenapak
  • justini_gamoh I love her
    • jagatt❤️
  • patricelighter@stylelikeu you need to know @thishellismichelle 😄
    • missperielALL OF THIS
  • saulvelasquezumanzorAs beautiful as you are @silvimq 😍💕
  • silvimqLove uuuuu and miss u @saulvelasquezumanzor que lindo😊
    • margharetpicWork it !!!💪💪
  • jennygperryShe is so inspiring! Awesome! Strong and beautiful on the inside and out!
    • revitalworks@michersmee gotta slap the society out!! 😊
• priscillabot Yaaas
  • queentootuncommon I think you'll like her @camillelucille
    • to be the definition Love her! ❤️❤️
  • chocykk77 @leneverew
  • laurynkahn Oh my gosh I'm obsessed with her! @taralee2
    • methaghani @anushnushh @jasmeenjoon
  • morgie_wentworth She's amazing! Thought of you! @cecspar
    • laurenchams @chelssperry love this
  • itsheatherglam Wow! She is sooooo gorgeous and awesome, and STRONG! 👊
    • unbridgedstyle OMG she is awesome
      • alciferrrrrr @sssamiguerra 😢
      • hiimaliıt 😜
      • jenniferbehr 💪💪💪
      • ashhkeller 💪 @eilyak
  • taralee2 @laurynkahn she rocks!!!! love her too..and she IS beautiful!
  • sssamiguerra @alcifer yaaass! That's a kween. "Big al" aka you😊😊
    • aliceprobs @asalaska 😜
    • aishkreem @zoooolihat
      • briennaamanda This is awesome ❤️
      • foxybr0wn Love her!! 💘
      • hellodynasty This is amazing !!
  • life_by_xpression Love this!! @dam_are_ris
• madeyemelvin this is the best video on ig

• damarischambers @life_by_xpression this made my heart sooooo happy!! Thank you for tagging me

  • andriatobeyhair ❤️❤️❤️❤️❤️❤️❤️❤️❤️

  • michmcbroski ❤️ @revitalworks

  • lisforleann @tryhrdr

• roamfreewrites DEF ONE OF MY FAVSSSSS

• esmebuxton @nati_daddy actual goals omfg

• nati_daddy @esmebuxton wait lol did you mean to tag me?

• ceitinn @mairin.sb @cosettet@maya_ocean @meghanclausel I love this so so much

  • rainbowkimono ❤️❤️❤️❤️

  • meghanclauselmef me too! i watched this last night @ceitinn.jpg

  • mairinsb Yaaaaaass i love this so much @ceitinn.jpg

  • theuugly32 @nepomucenoimages bruh she is ITTT 😂😂

  • esmebuxton @nati_daddy yes lol i just love her attitude

• esmebuxton @nati_daddy omg lol I meant to tag @nati_daddy

• nati_daddy @esmebuxton @nati_daddy I friended both y'all be this is hilarious to me.

  • candicebrathwaite She is so beautiful! And her accent is killing me 😳😳😳😳

  • nati_daddy @esmebuxton WOW. She's the TRUTH

• nati_daddy @nati_daddy hahah it would be wrong not to accept!

• esmebuxton @nati_daddy tagging wrong people in instagram posts turning into new friendships. How pure.

  • olushasm Gotta slap the society outta you
• _laurrrrr_ I hope you guys keep your channel and don't move on to all those big shot magazines. I get you'll have a bigger audience but the content loses its rawness. Love u guys- just want you to stay aware of that

• _ejacobs1983_ Sexy!

• _msruthb_ She is COOL

• _lauramalonee_ seriously fucking love this one... so fierce

• _utgardloki_ 🙌

• _shirahick_ Yes 🦋❤

• _tenilleebrown_ Just gotta slap that society out of ya folks!

• _nepomucenoimages_ @theugly32 GOALS 😌

• _hkduros_ @lizplat

• _nicolapeel_ @tubbesamuel ay

• _tubbesamuel_ @nicolapeel I'm in love instant follow

• _jjjenray_ YES ❤️ this is awesome and makes me so happy.

• _lizplat_ @hkduros I wish I could like this a million times

• _malena_mai_ wow shes so beautiful 💖

• _alesiavenese_ love herrrrrrrr

• _asafmental_ Big like

• _sayhellojess_ 😍😍😍

• _kortney17_ 🙌 @megankholmes

• _overthrownewyork_

• _annishalashand_ This one @zenfleur

• _daughterofravens_ That quote "gotta slap that society out of u... wash that brain".... my new mantra!

• _mekelelongee_ QUEEN
• weed_slut420@xxoxococo

• dominiquelabat
  LOVE her positive attitude ❤️❤️

• ayy_driannaa@marcortiz14 beautiful

• ii.imane
  I love this. It's so empowering !!! @vvanxessa

• lyndsay@_aishachapman

Reemerging Themes

Community
-Thanks for being part of our community, frame followers as community members, website as creating a community/space that all are involved in

Support
-Positive feedback on peoples’ personal style, selves

Intimacy
-Create connection between viewer and subject through creating intimacy - divulging personal details about subject, in order to tell a deep and personal story. Create connection between viewer and interview subject. Advocate through telling this story.

Emotional effect
-Bringing people to tears…

Celebrating Underrepresented Groups
-Showcase women and men who don’t fit typical societal beauty standards/norms, which in turn inspires audiences
Inspiration

-To “take action,” reimagine fashion and personal style for themselves
Appendix E

A Chinatown Pretty blog post using vivid description to create a connection between viewers and subject, to advocate through an individual story.

Original post here: http://chinatownpretty.com/post/158358031431/earth-tones

We met To Hon Ng, out on her daily walk, looking understated and elegant in earth tones. Born in 1927 (year of the Snake) in China, she and her family immigrated to Vietnam by foot when she was 3 to escape flooding in her hometown. She immigrated to the U.S. in 1995, following in her children’s footsteps. They gift her most of her clothes including the wonderful accessories she was wearing.

We asked in Cantonese, “How many children do you have?”

She replied, “You won’t believe it, but get this... I have 12 children! Eight daughters and four sons.”

To keep healthy, Mrs. Ng, a Buddhist, makes sure to walk around the neighborhood every day and may even pick up a few dollars worth of veggies if she sees something she likes. Her children come over to make her favorite foods and her “heart stays happy.”
Appendix F

A Chinatown Pretty blog post showing advocacy through telling individual stories.
Original post: http://chinatownpretty.com/post/152727959676/the-extra-stitch

Our friend (95 years old and had declined to give his name), said he customized his hat by sewing a few of them together. When he lifted it off his head, a plastic bag fell out. "For extra warmth," he said.

"If you had money, you would get a knit hat," he said. "But when you’re out of funds, you have to make stuff yourself."
During our conversation, he expressed frustration that younger people seldom talk to seniors, and was happy that we took the time to chat with him.

He left us with a proverb to simmer on: "The sunset is infinitely beautiful, but it signals the end of the day," he said. "One day you'll be old as well."
Appendix G

A Chinatown Pretty blog post showing advocacy through telling individual stories.

Original Post: https://www.instagram.com/p/BFO1-QdEq97/?taken-by=chinatownpretty
Appendix H

A StyleLikeU blog post, presenting fashion as an attitude and individualistic practice.

Original Post: https://www.instagram.com/p/BhfBsaAn0VZ/?igref=ogexp&utm_source=fb_www_attr
Appendix I

A Chinatown Pretty blog post emphasizing individual empowerment in the context of fashion and personal style.

Original Post: https://www.instagram.com/p/BbvXFmVjPUQ/?taken-by=chinatownpretty
Appendix J

A StyleLikeU blog post celebrating underrepresented groups.

Original Post: [https://www.instagram.com/p/BiE-aeLnDoy/?hl=af](https://www.instagram.com/p/BiE-aeLnDoy/?hl=af)
Appendix K

*A Chinatown Pretty blog post showcasing and celebrating underrepresented groups in society.*

*Original post: [https://www.instagram.com/p/BcLB_hJgyGf/](https://www.instagram.com/p/BcLB_hJgyGf/)*