

Rise of bloggers

Student's name

Institution

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It is correct to submit that all and sundry have truly embraced blogging. Some have even gone further to specialize in the craft, and are now earning a living through blogs. Additionally, Michael Massing emphasizes the fact that blogs have transformed the old media. Before, it was all about listening to the news and perhaps watching YouTube channels. Today blogs have become the order of the day. Even young children have been granted a platform of airing out their views concerning specific issues in society. This is true because anyone, regardless of age, can start a blog. In most scenarios, all that matters is the content and target audience. If the targeted audience clicks with the content, then the blog is surely going to grow.

Fashion and style have always been embraced since time immemorial. In a bid to promote their outfits, various fashion houses organize fashion events. The best designers in the industry usually attend the events. Furthermore, models, actors, and even bloggers meet up during such events. As a result of this, the number of fashion blogs has also been on the rise lately. For example, the French fashion park gathers every April to celebrate their achievements as they plan for the future of the industry as well. The event is usually graced with several catwalk sessions. Fashion houses grab such opportunities to showcase the best of designs they have. Additionally, this goes a long way into ensuring that the business is well marketed.

Bloggers also grab such opportunities. Such events provide them with the chance to meet other bloggers in the industry—furthermore, the aid of the event in content creation. The bloggers can post photos of the events in their blogs. This strategy has enabled blogs to grow from zero

visitors to almost thirty-five thousand visitors per day. For example, Susanna Lau's blog attracts close to thirty-five thousand visitors per day. Her blog is entitled *Style Bubble*.

Additionally, Susanna is a passionate fashion blogger who hails from the United Kingdom. The blogger is usually spotted when she leaves out for shopping. It is correct to submit that the UK based blogger has a lot of potential to consumers. She truly has a way of communicating with her audience, and this makes her fashion blog to stand out.

Bloggers have several sources of income. Media houses nowadays pay some of the top bloggers to source for certain particular information. Additionally, some are even employed as professional journalists. For example, Susanna Lau, one of the top fashion bloggers, works as a freelance fashion journalist. She works for the following brands: The Observer, Pop, and even Elle UK.

In conclusion, blogs have become the order of the day. Fashion blogs will forever keep growing in number. This is because of the industry full of creative designers. Designers who are always willing to share new ideas ("The Rise of the Bloggers," 2006).

References.

The rise of the bloggers. (2006). *Physics World*, 19(2), 13–13. <https://doi.org/10.1088/2058-7058/19/2/24>