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# Entrepreneurial Threads: The Transformative Impact of Tiktok On Fashion Industry Dynamics

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Social media specially fashion media, appears to be consolidating its power structure and attempting to take over public spheres to increase its influence. Social media, utilizing advanced algorithms and emotional marketing, is shifting away from traditional marketing methods focused on the commodity supply chain. Instead, it targets consumer emotions in both public and private settings.

Over the last decade, Instagram significantly influenced various cultural sectors including music, memes, books, and movies, with the most profound impact on the fashion industry. Through influencers, discount codes, selfies, and hashtags, it became a central platform in fashion. In recent years, however, TikTok has gained prominence, challenging Instagram's dominance with its wave of influential creators. TikTok offers a potent opportunity for emerging brands adept at leveraging its platform. Its highly tailored algorithm enables these brands to pinpoint and engage with their ideal customer base, facilitating rapid growth in followers. Success hinges on mastering an effective social media strategy.

We have witnessed its indisputable influence on several industries as producers and consumers, with the fashion industry being one of the most notable. The site has completely changed the way we consume fashion material and influenced national fashion trends. In the fashion business, many Malaysians who use TikTok are not just passive spectators but also active customers and trend-setters. They find influencers on social media more influential than non-users in terms of fashion, they love second-hand stores, and they are influenced by advertisements.

Content creators are unique in TikTok's wide and diverse landscape, influencing attitudes, setting trends, and influencing purchases. Their impact has been revolutionary, particularly in the field of fashion. Social media creators have become the new trendsetters, surpassing traditional celebrities in popularity. Their authentic content and personalities deeply resonate with a broad

audience, creating a sense of relatability. Many followers develop a bond with these creators, often feeling a friendship-like connection due to the personal touch of their content.

Beyond just clothes, fashion is really about expressing oneself and leaving a mark. Fashion content creators and brands that incorporate storytelling into their work imbue each piece with a greater significance, turning them from mere clothing items into components of a larger story.

TikTok stands out in the diverse landscape of social media, blending elements of creativity, genuineness, and communal spirit. Especially for fashion aficionados and brands in Malaysia, it provides an energetic platform to display, sway, and spark inspiration.

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