

## Agenda 2-19 - Data Selection I

A deeper look into Chiara Ferragni's blog transformation and transition into Instagram.

Chiara Ferragni is an Italian fashion blogger, and is currently one of the top fashion bloggers in the blogosphere. She has received distinction from fashion magazines such as New York and Teen Vogue over her blog, The Blonde Salad, which she started in October of 2009. By 2011, her blog had received over one million unique views, and over 12 million total views a month. Her most popular series of blog posts revolve around the various Fashion Weeks that happen yearly all over the world. In order to better understand the changes in her blogging style from her traditional blogging days to her micro-blogging days (she is also currently one of the top fashion Instagrams, with over 3.6 million followers), I will be drawing a direct comparison of her blog coverage of the first day of Milan Fashion week from 2010, to her coverage of Milan Fashion week in 2015.

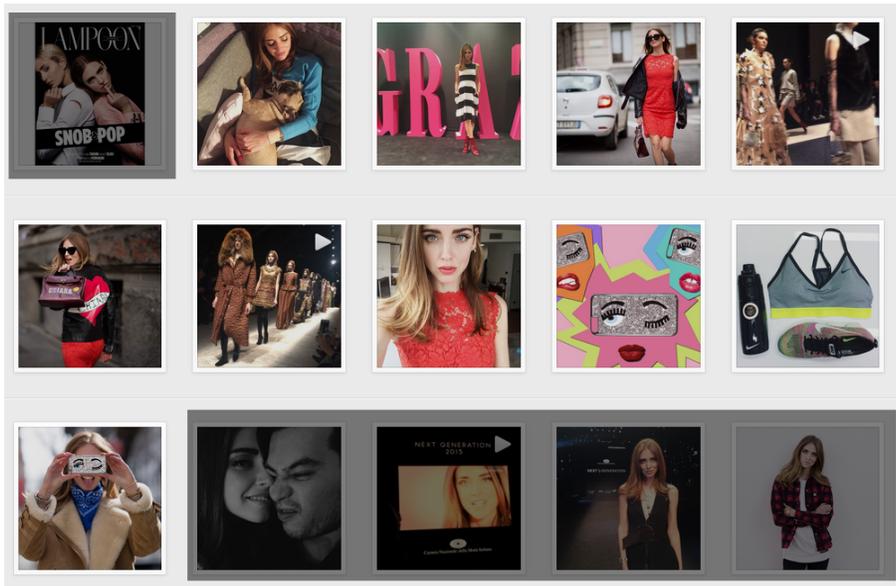
Her coverage of Milan Fashion Week on February 26, 2010

(<http://www.theblondesalad.com/2010/02/my-start-of-fashionweek-in-milan.html>) included a 306 word blog post, that came with an Italian translation of her English entry, and 25 various photos of her time during the event. Her photos ranged from shots of her outfit, to photos of her with her friends at various restaurants and stores. This post received 155 comments from her readers, a few of

which are from her responses to her reader’s comments. In terms of the content of the blog post, it was a simple summary written by Chiara on the events she took part in that day, along with details of the people she had met and were inspired by during the events.

Fast forward 5 years, and we have her coverage of Milan Fashion Week on February 25, 2015 (<http://www.theblondesalad.com/2015/02/chiara-all-over-1st-look-of-mfw.html>). The blog post contained 38 words, which simply listed the details of the clothing/designer that she wore, and included a 9 photo slideshow of the single outfit she wore on that day. This post gained 61 comments, none of which were responses from Chiara herself. On top of this, the post itself was written by ‘The Blonde Salad Crew’, a group of ten writers who run her publishing company,

meaning Chiara had nothing to do with the creation of the content in the post herself. On her Instagram (@chiaraFerragni), Chiara had posted a total of 10 photos on February 25, 2015, with the photos



chronicling her first day at Milan Fashion Week. The photos ranged from her outfit shot to the fashion shows she attended, to a final photo of her resting in bed with her dog. These photos amassed a total of more than 1,067,800 “likes” on Instagram, and over 3.5k comments.

From a statistical standpoint, in terms of her original blogging platform, Chiara has shown a great drop in the quantity as well as quality of her posts. From posting bilingual descriptive entries on her experiences at the event, to having a team of writers put together a short slideshow for her latest experience with the event, her involvement with the creation of the creative content on her blog is now very minimal. However, we can see that she has shifted from sharing her experiences through complete paragraphs on her original entries, to posting several images throughout the day for us to follow her time at the event as it happens.