

Abstract

This master thesis' main topic is fashion and lifestyle blogs and the impact of the brands and the ideal of beauty that is widely promoted in the media on them. The aim of this thesis is to find out which type of the brands can be mostly found in the blog posts with personal style of the successful bloggers and if there is a type of physical appearance that prevails among them. I am using the quantitative image analysis of Gillian Rose to test these hypotheses on photographs of bloggers. I was inspired by the work of Catherine Lutz and Jane Collins. My hypotheses are tested on photographs from three websites (Lookbook, Chictopia, Bloglovin') where bloggers are hierarchized. Bloggers are opinion leaders. This means it is advantageous for the marketing departments of brands to collaborate with them because bloggers can effectively influence their readers. Brands play an important role in life of people that believe brands can non-verbally tell the character of the brand consumer. In these days the Eurocentric ideal of beauty and the ideal of thin bodies are forced especially on women by media. The thinness is in the advertisements connected with attractiveness and successfulness, which is transferred also in the real life of people. The conclusion of this thesis indicates that there are most often thin persons of Caucasian race among bloggers and that bloggers are usually women. In the personal style blog posts there were most often clothes chain stores, but there were also a few luxurious brands.

Keywords

Fashion blogger, personal style, blog, brands, blog monetizing, beauty ideal, media influence, eurocentrism, hegemony