

[SUMMARY]

“Fashion” in the age of digital media: media communication within the architecture of digital platform

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Today, with digital media such as blogs and Instagram becoming widespread, fashions are changing in various respects, including production, distribution and consumption. Especially because users can analyze their own preferences by collecting rapidly-changing information, electronic commerce (EC) sites have been developing into media, and social networking service (SNS) sites can function as EC sites, facilitating integration of information distribution and shopping. In addition, the architecture of digital platforms, in which people are unintentionally involved in dispatch of information, intensifies desire of consumers for fashion products while establishing a complicated network in the system, in which users' actions and attentions are used as economic capital. In this report, we aim to clarify changes caused or being caused in fashion culture under the present media environment by examining characteristics of architecture of platforms and digital fashion media.