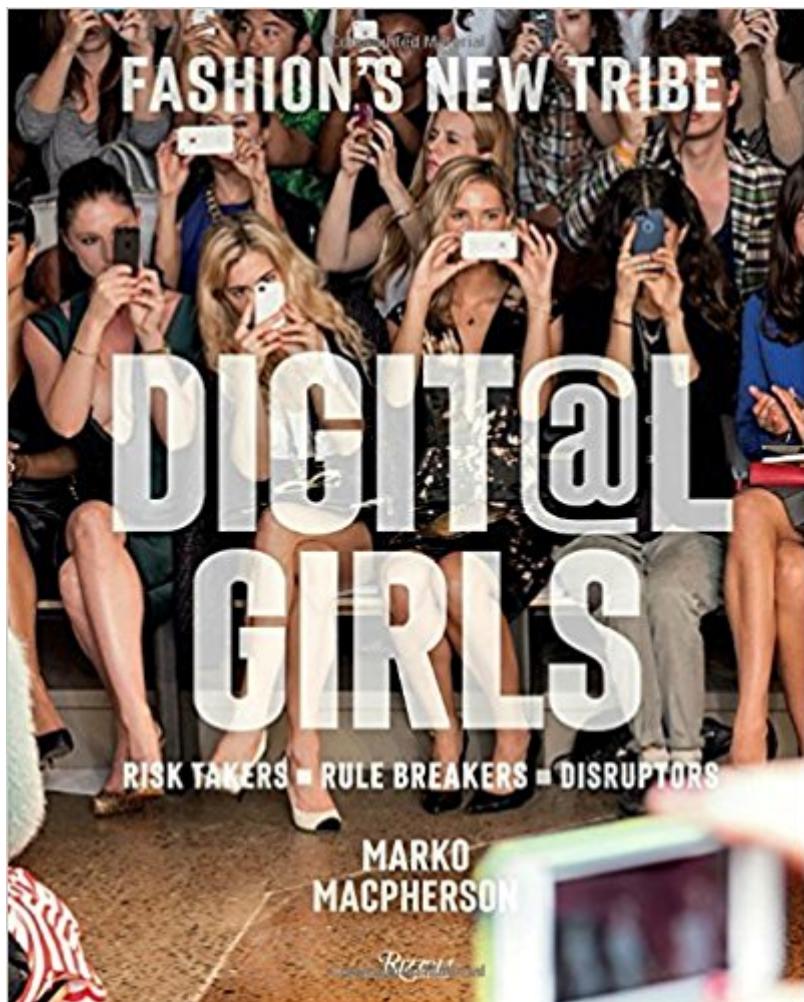


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Digital Girls: Fashion's New Tribe



Synopsis

Todayâ™s leading online cultural influencersâ "the female bloggers, designers, entrepreneurs, and activistsâ "who are shaping whatâ™s hot and whatâ™s not in fashion, beauty, and personal style. The fashion media landscape has evolved drastically with the emergence of fashionâ™s newest vanguard of pioneering women, whose unique takes on fashion and beauty have propelled them to become true powerhouse personalities via their blogs, websites, and social-media profiles. These independent digital influencers, who sit in the front row of fashion shows, front major brand campaigns, and collaborate with luxury brandsâ "whose sense of fashion and style thousands of followers now aspire toâ "have turned their online personalities into household names. Through intimate interviews and stunning photography by Marko MacPherson, this book presents to readers the worlds of these stylish mavens and how they dress and style themselves, whether filming a beauty video for YouTube, directing a fashion shoot, working from home on a blog, or on the streets flaunting their signature look. A marker of its time, *Digit@l Girls* features todayâ™s top social-media stars, such as Leandra Medine (The Man Repeller website), Chiara Ferragni (The Blonde Salad website), Ascia Al Faraj (Kuwait fashion blogger and YouTube star), and Andreja Pejic (notable transgender model/actor). This of-the-moment volume is a must-have for fashionistas, beauty lovers, and those interested in followingâ "or following in the footstepsâ "of these inspirational women.

Book Information

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Customer Reviews

"This primer on fashion's most powerful social media stars "think Leandra Medine of Man Repeller and Chiara Ferragni of The Blonde Salad" and their signature looks should help sort the imposters from those with true digital reach." "Le Miami Blog : The Shift" "To see more of my portraits of top digital fashion influencers, watch out for the release of *Digital Girls (Rizzoli Books), available in bookstores this spring 2017." "W Magazine" "Digital Girls takes an interesting perspective on how women in the digital age have propelled themselves to the top of the fashion sphere- a perfect read for fashion industry rookies and veterans alike." "WGSN Group" "Touted as the first of its kind to showcase these talented tech-titans in print form, • you're sure to see this gorgeous book all over your Instagram feed this spring, bringing these influencers totally full-circle." "InStyle.com

Marko MacPherson is a fashion and lifestyle photographer who shoots projects for editorial and commercial clients alike. He created the One Girl, Five Days franchise for Vogue.com, and refreshed the look and feel of Rent the Runway's visuals. He loves to surf, wander, and spend time with his family, and he contributes regularly on Instagram @markomacpherson.

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