

Sharing the Vision – The Evolution and Future of Influencers

Panel discussion on the changing role of the fashion influencer

In 2019, brands spent \$8 billion on influencers (Vogue,2020). 64% percent of marketers said they would prefer to work with micro-influencers (those with 5,000-100,000 followers), versus 16 percent preferring to work with celebrities (Business of fashion,2019).

FRN and Coventry University London announced today that 'The Evolution and Future of Influencers' will be a panel discussion topic, at 1300hrs GMT UK Friday the 23rd of July. The discussion will explore fashion influencer status, authenticity, and innovation and where these are heading; what does the future look like?

Panellists from across the globe will include Sarah Morton PR from the UK, Influencers Alyssa Johaan from Malaysia and Hara Kaimakami brand from Greece. Join us for this lively discussion exploring how these influencers came to be and the changing role they play in brand marketing strategies.

Nathaniel Dafydd Beard FRN founder states; "Social media has been a game-changer for the fashion industry in how ideas about fashion are communicated, increasing the pace of fashion at the same time, trends are in and out in the blink of an eye. Celebrities, influencers, endorsers, brand ambassadors (however you wish to describe them) have always been with us in some form and will continue to do so. Although we are all individuals now, we still look to our peers and others for fashion guidance, whether a new hair style or how to put together an outfit. Who these people are and how influential they are is what is changing, and fashion is always looking for the next 'big thing.' Marcus Rashford is a great example, a sportsman who also has a social conscious and clearly still loves his mum, dressed by Burberry, but still somehow remaining authentic to himself, someone to truly be inspired by and look up to.

Re-Imagining Global Fashion Business: New Models, Values, and Ideas, is an interdisciplinary online academic conference hosted by Coventry University London, UK in association with the Fashion Research Network. The conference will take place over two days and feature keynote speakers, panel discussions for more information please visit [reimaginingglobalfashionbusiness \(webnode.com\)](https://reimaginingglobalfashionbusiness.webnode.com)

Tickets available through Eventbrite: <https://www.eventbrite.co.uk/e/re-imagining-global-fashion-business-new-models-values-and-ideas-tickets-161551626263>

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