



# Kent Academic Repository

**Findlay, Rosie (2017) *Personal Style Blogs: Appearances that Fascinate*.  
Intellect Books, Bristol, UK, 185 pp. ISBN 978-1-78320-834-0.**

## Downloaded from

<https://kar.kent.ac.uk/90163/> The University of Kent's Academic Repository KAR

## The version of record is available from

<https://www.intellectbooks.com/personal-style-blogs>

## This document version

Cover Image

## DOI for this version

## Licence for this version

UNSPECIFIED

## Additional information

## Versions of research works

### Versions of Record

If this version is the version of record, it is the same as the published version available on the publisher's web site. Cite as the published version.

### Author Accepted Manuscripts

If this document is identified as the Author Accepted Manuscript it is the version after peer review but before type setting, copy editing or publisher branding. Cite as Surname, Initial. (Year) 'Title of article'. To be published in *Title of Journal*, Volume and issue numbers [peer-reviewed accepted version]. Available at: DOI or URL (Accessed: date).

## Enquiries

If you have questions about this document contact [ResearchSupport@kent.ac.uk](mailto:ResearchSupport@kent.ac.uk). Please include the URL of the record in KAR. If you believe that your, or a third party's rights have been compromised through this document please see our [Take Down policy](https://www.kent.ac.uk/guides/kar-the-kent-academic-repository#policies) (available from <https://www.kent.ac.uk/guides/kar-the-kent-academic-repository#policies>).

# PERSONAL STYLE BLOGS

*Appearances  
that Fascinate*

From *Style Rookie* to *Style Bubble*, personal style blogs exploded onto the scene in the mid-2000s giving voice to young and stylish writers who had their own unique take on the seasonal fashion cycle and how to curate an individual style within the shifting swirl of trends. *Personal Style Blogs* examines the history and rise of style blogging and looks closely at the relationship between bloggers and their (often anonymous) readers as well as the response of the fashion industry to style bloggers' amateur and often unauthorized fashion reportage.

The book charts the development of the style blogosphere and its transformation from an alternative, experimental space to one dominated by the fashion industry. Complete with examples of several famous fashion bloggers, such as Susie Lau, Rumi Neely and Tavi Gevinson, the author explores notions of individuality, aesthetics and performance on both sides of the digital platform. Findlay asks: what can style blogging teach us about women's writing and the performance of a private self online? And what drives style bloggers to carve a space for themselves online?

**Rosie Findlay** is Lecturer in Cultural and Historical Studies at London College of Fashion, University of the Arts London.

*'The text is a pleasure to read and very informative, I will certainly recommend it to my students not only for the subject of style blogging but as an example of academic research that they will be able to relate and respond to.'*

Jennifer Anyan, Head of Media & Fashion Styling, Southampton Solent University

ISBN 978-1-78320-834-0



intellect | [www.intellectbooks.com](http://www.intellectbooks.com)

FINDLAY

PERSONAL STYLE BLOGS



# PERSONAL STYLE BLOGS

*Appearances  
that Fascinate*

ROSIE FINDLAY