



# FASHION AND SOCIAL MEDIA AFTER LOCKDOWN

TAGWALK & SOMEWHERE MAGAZINE

PHOTO FOR FENDI BY TAGWALK AND LUNA HARST



# A COLLABORATION BETWEEN TAGWALK AND SOMEWHERE MAGAZINE

DURING THE CONFINEMENT, TAGWALK AND SOMEWHERE MAGAZINE DID AN INSTAGRAM SURVEY WITH THEIR FOLLOWERS ABOUT THEIR TAKE ON THE FASHION INDUSTRY, HOW THEY WOULD CHANGE IT, WHAT THEY LIKE IN IT, WHAT'S MISSING, AND WHAT WE CAN EXPECT FOR THE FUTURE.

# PERIMETER OF THE REPORT

SURVEYS DONE ON TAGWALK, SOMEWHERE  
MAGAZINE, AND ALEXANDRA VAN  
HOUTTE'S INSTAGRAM ACCOUNTS.

A PANNEL OF 12.000 USERS ANSWERED THE SURVEY

## AUDIENCE'S GENDER

59%

FEMALE

40%

MALE

## MAIN COUNTRIES

12%

USA

7%

FRANCE

5%

UK

5%

ITALY

## AUDIENCE'S AGE GROUP

31%

18-24

44%

25-34

14%

35-44

# AGENDA

- HOW FASHION IS PERCEIVED POST-LOCKDOWN
- HOW PEOPLE USE INSTAGRAM
- WHAT PEOPLE ARE INSPIRED BY





A photograph of a woman lying down, wearing a black and white striped shirt and a white t-shirt with the FENDI ROMA logo. She is looking towards the camera. The image is framed by a white border with dashed lines and small white circles. A central white box contains the chapter title.

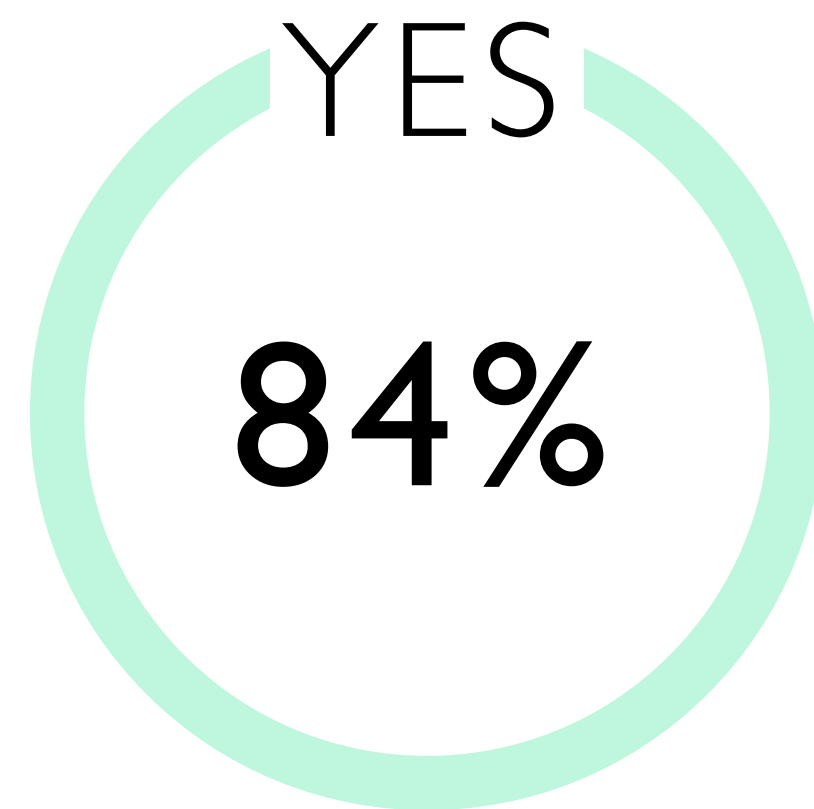
CHAPTER I

# HOW FASHION IS PERCEIVED POST-LOCKDOWN

PHOTO FOR FENDI BY TAGWALK AND LUNA HARST

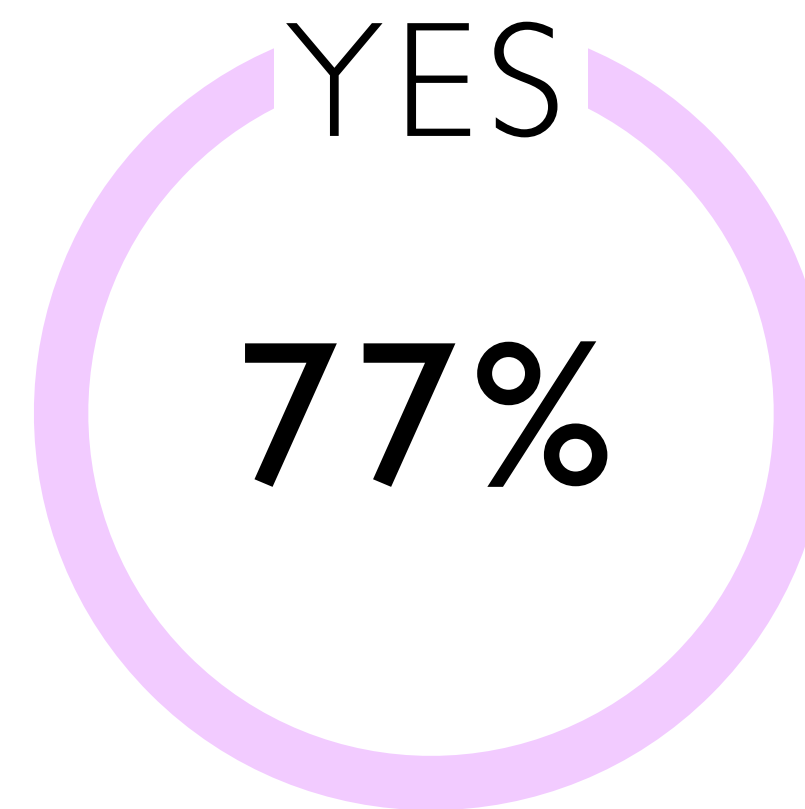


DO YOU THINK BRANDS SHOULD  
COMMUNICATE MORE VIA CULTURE?



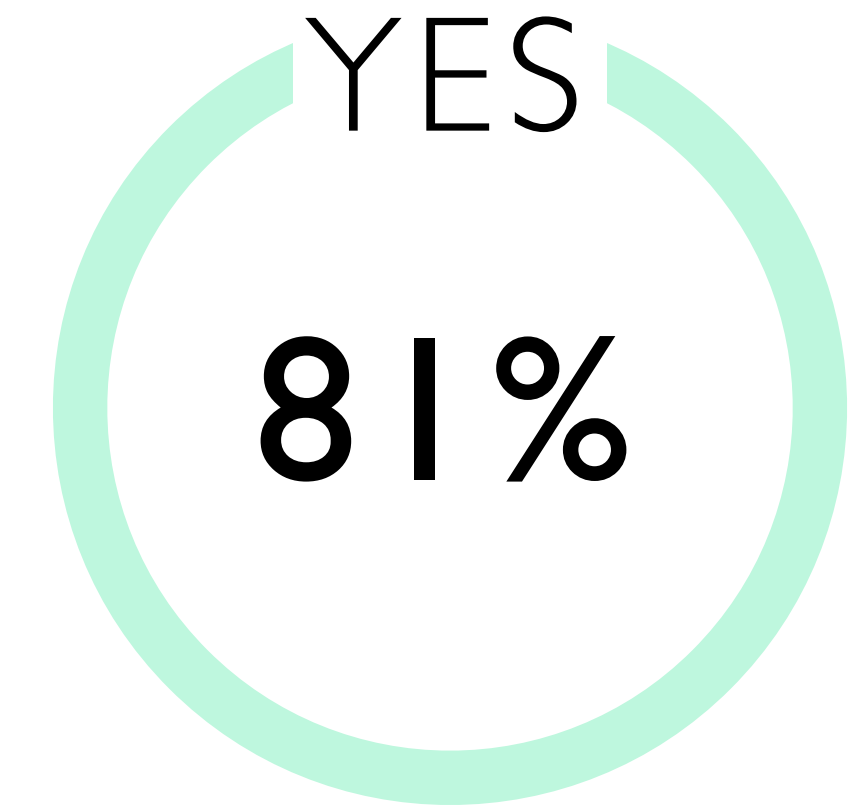
NO  
16%

DO YOU THINK FASHION CAN EXIST  
WITHOUT FASHION SHOWS?



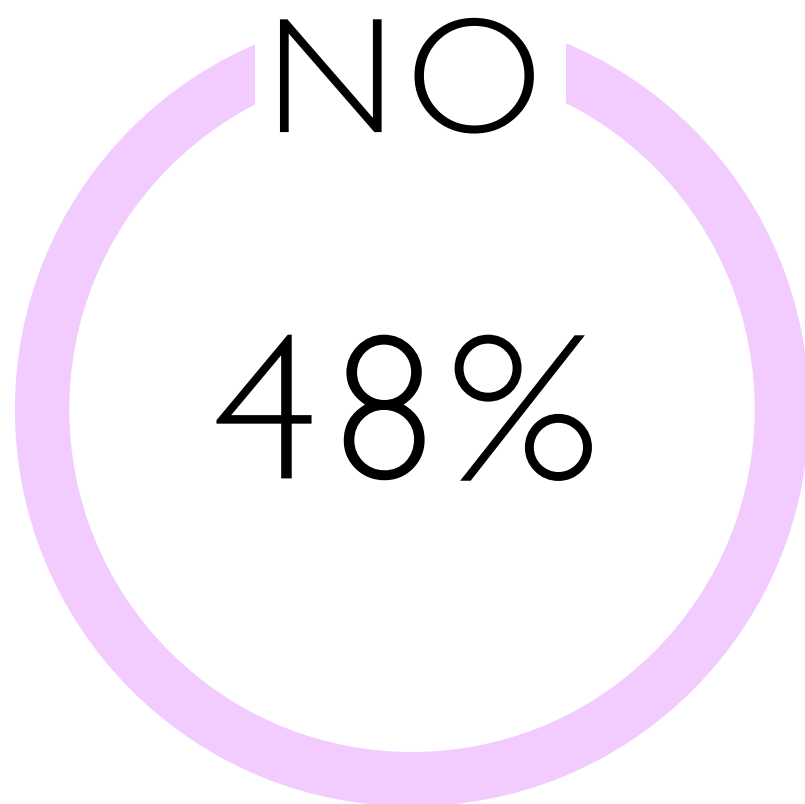
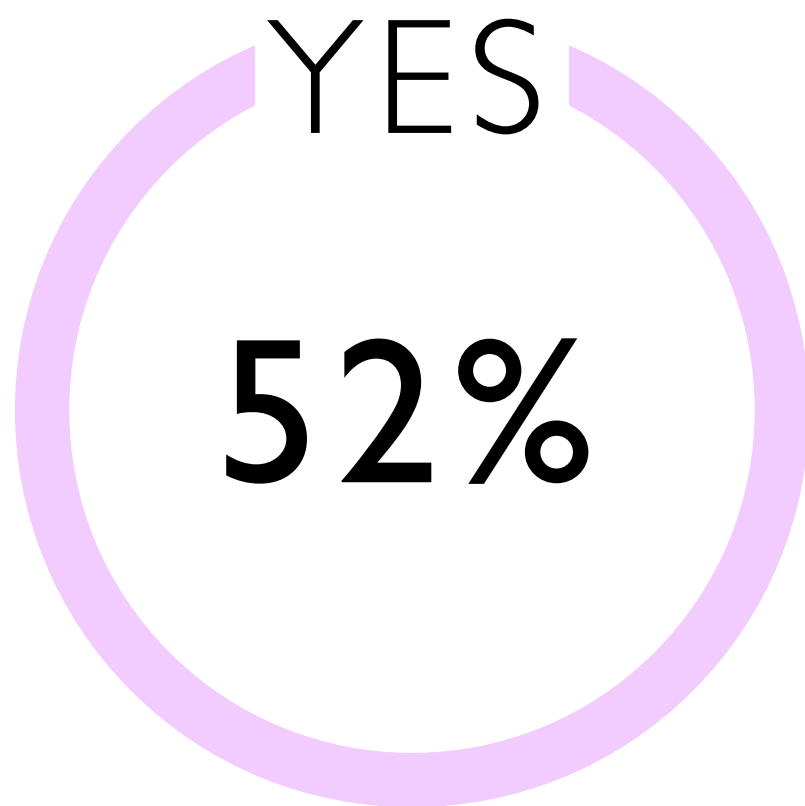
NO  
23%

DO YOU FEEL FASHION BRANDS SHOULD  
FOCUS MORE ON MOOD IMAGES?

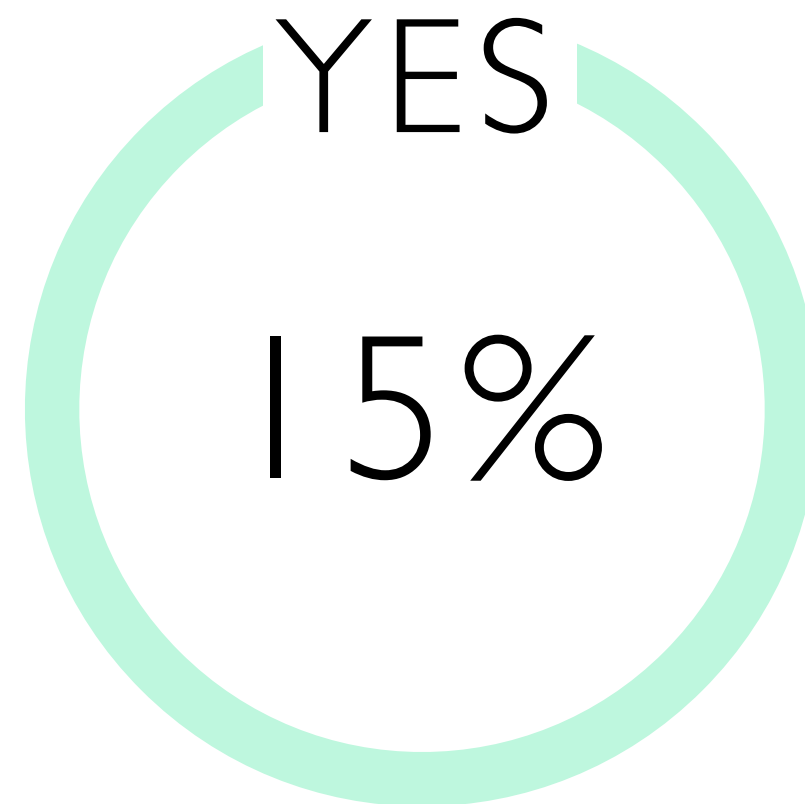
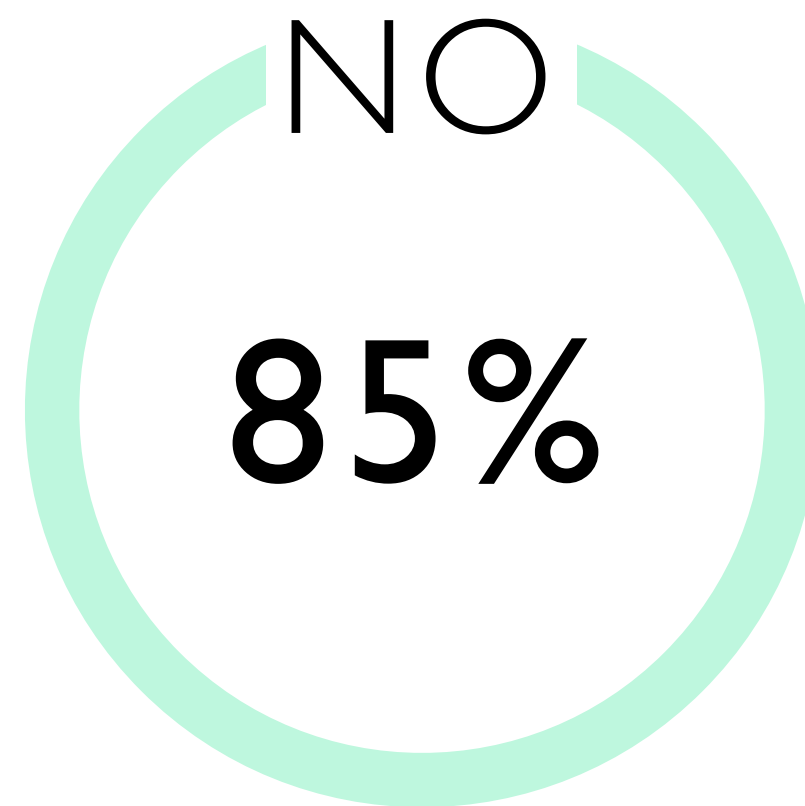


NO  
19%

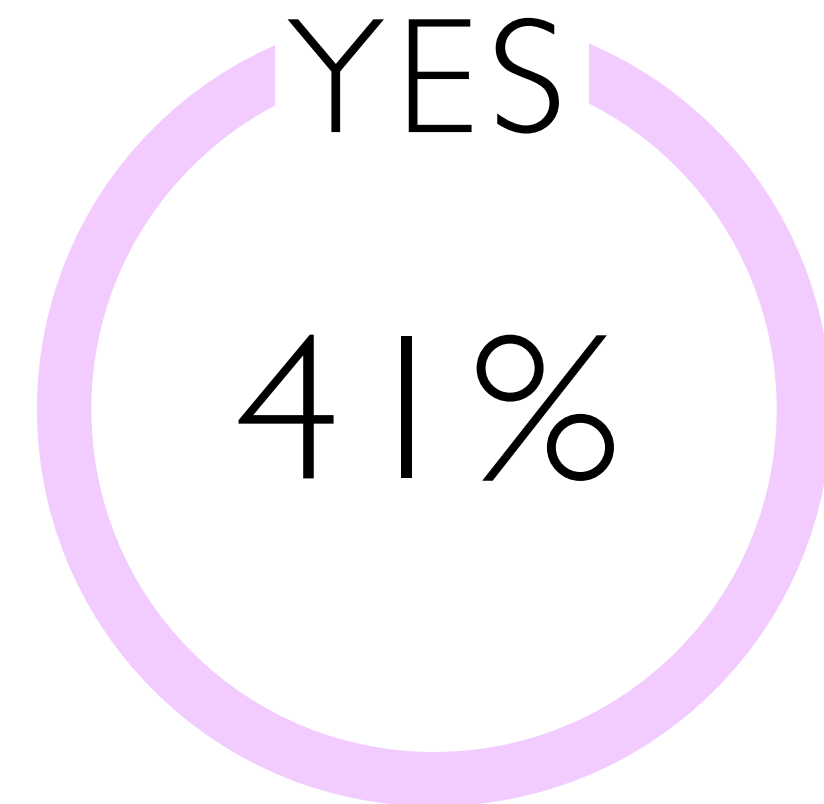
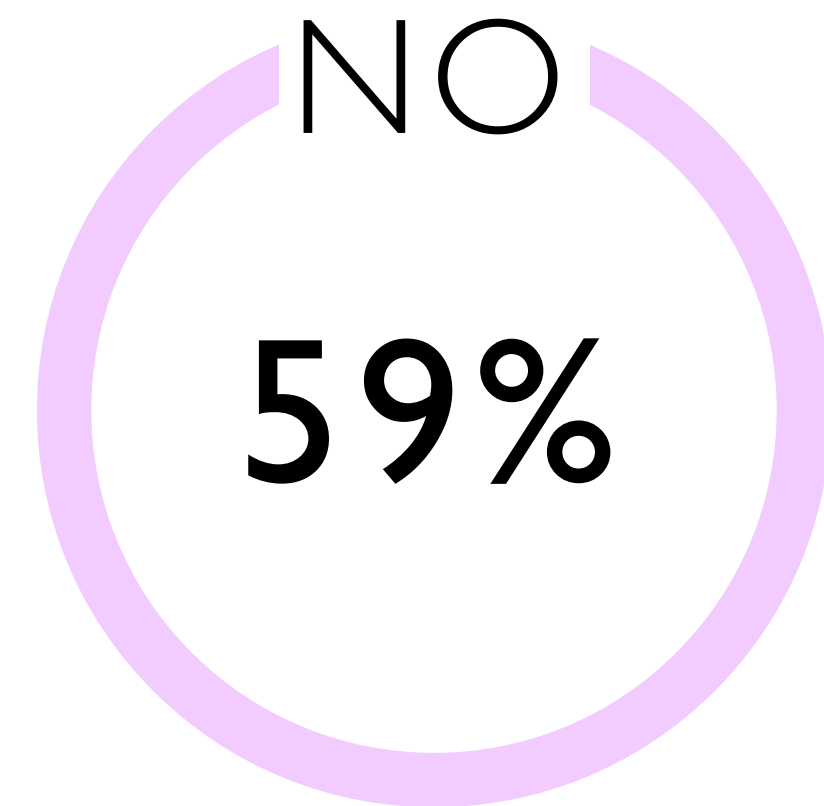
WILL YOU TAKE THE TIME TO  
WATCH “LIVE SHOWS” ON A LAPTOP?



DO LUXURY BRANDS MAKE YOU FEEL  
BODY POSITIVE THROUGH THEIR  
CAMPAIGNS AND CASTINGS?



DO YOU THINK BRANDS WILL MAKE A  
REAL EFFORT TO BE MORE INCLUSIVE?



HAVE YOU BOUGHT ANY "FASHION PIECES"  
SINCE THE END OF CONFINEMENT OR  
HAVE YOU INVESTED IN PLAIN, TIMELESS  
PIECES?

TIMELESS

74%

FASHION

26%

HAVE YOU BEEN PHYSICALLY SHOPPING  
A LOT SINCE THE END OF CONFINEMENT?

NO

74%

YES

26%

ARE YOU EXERCISING AS MUCH  
AS YOU WERE DURING CONFINEMENT?


NO

64%

YES

36%





CHAPTER 2

# HOW PEOPLE USE INSTAGRAM



WHICH MEDIA DO YOU PREFER?

PHOTOS

82%

VIDEOS

18%

WHAT ARE YOU MORE  
SENSITIVE TO?

POSTS

65%

STORIES

35%

WHICH FORMAT DO YOU PREFER?

VERTICAL

60%

HORIZONTAL

40%



WHICH TYPE OF POST  
DO YOU PREFER?

SINGLE POSTS

68%

CAROUSSELS

32%

DO YOU PREFER SHORT  
OR LONG VIDEOS?

SHORT

89%

LONG

11%

WHAT IS MORE POWERFUL?

IMAGES

89%

TEXTS

11%



DO YOU PREFER ...

HIGH-END FILMING

72%

PHONE FOOTAGE

28%

HAVE YOU EVER WATCHED AN  
INSTAGRAM LIVE UNTIL THE END?

NO

71%

YES

29%

DO YOU USE IGTV TO  
FIND NEW CONTENT?

NO

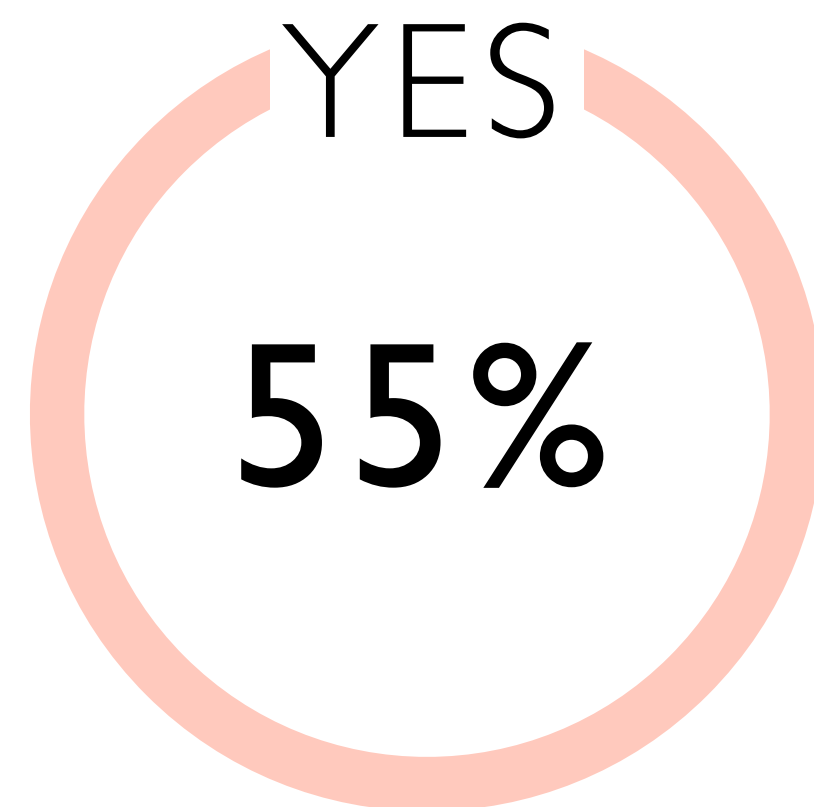
80%

YES

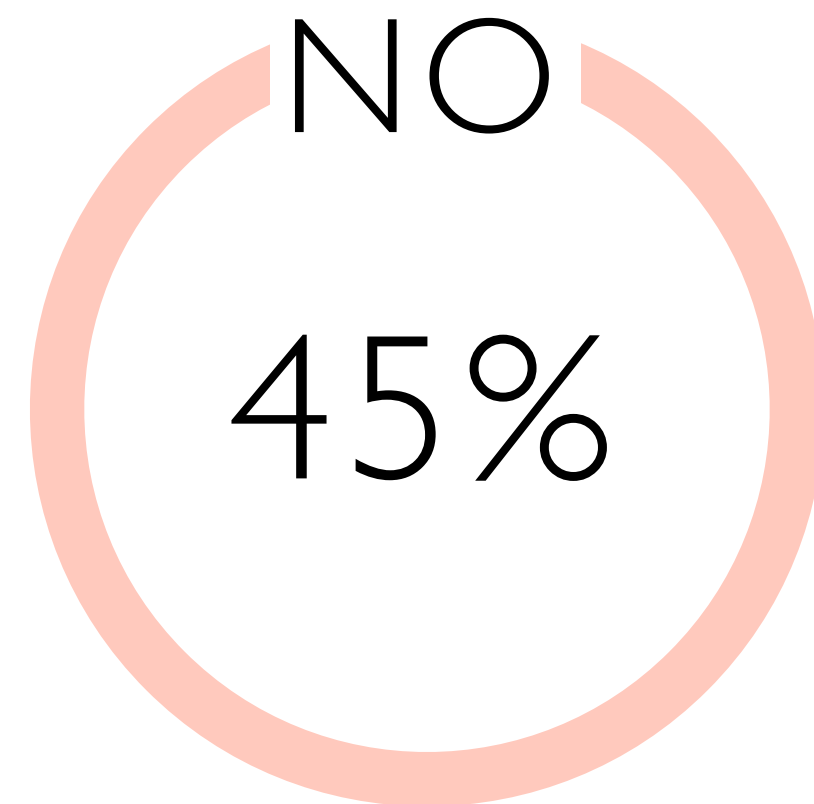
20%



DO YOU WATCH HIGHLIGHT STORIES?

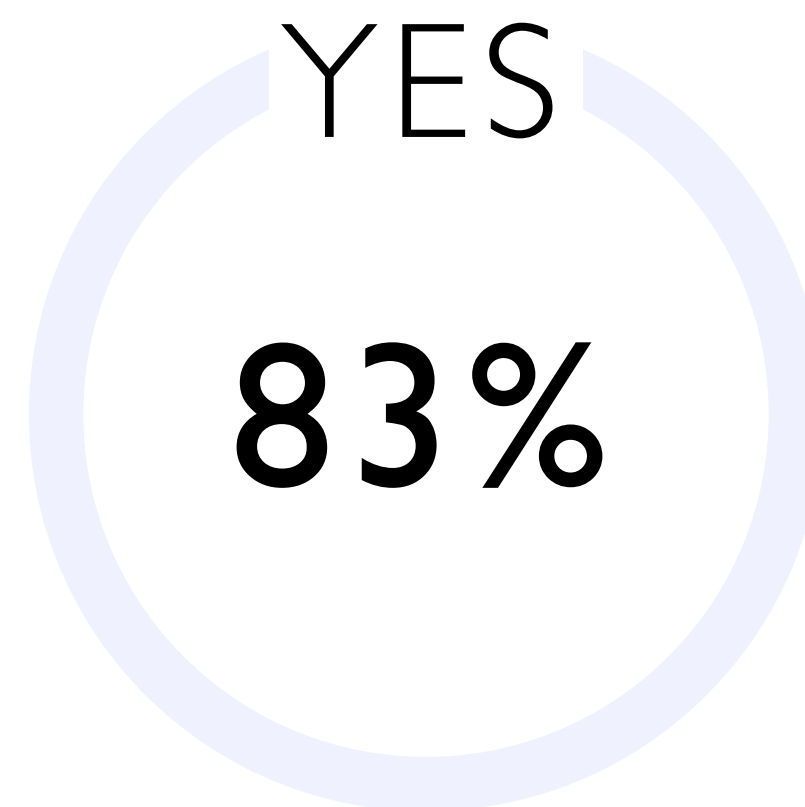


YES  
55%

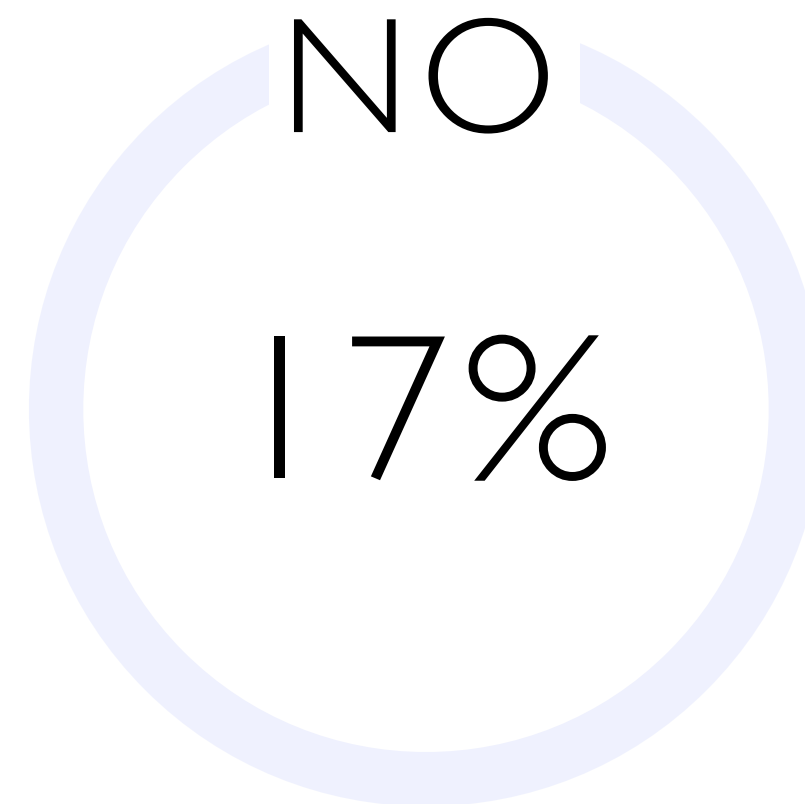


NO  
45%

DO YOU SKIP SPONSORED CONTENT?

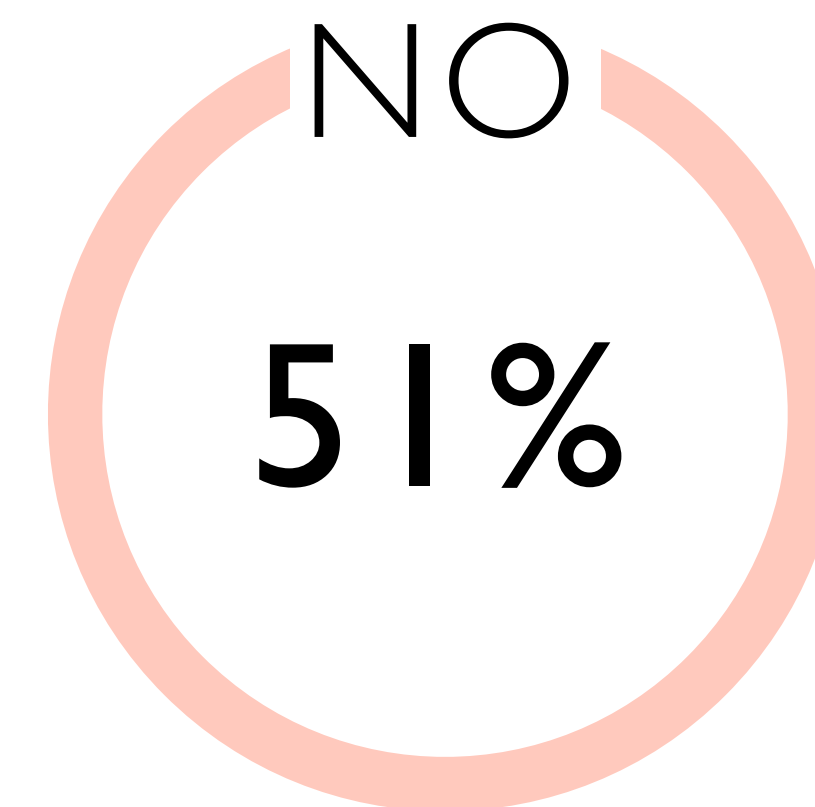


YES  
83%

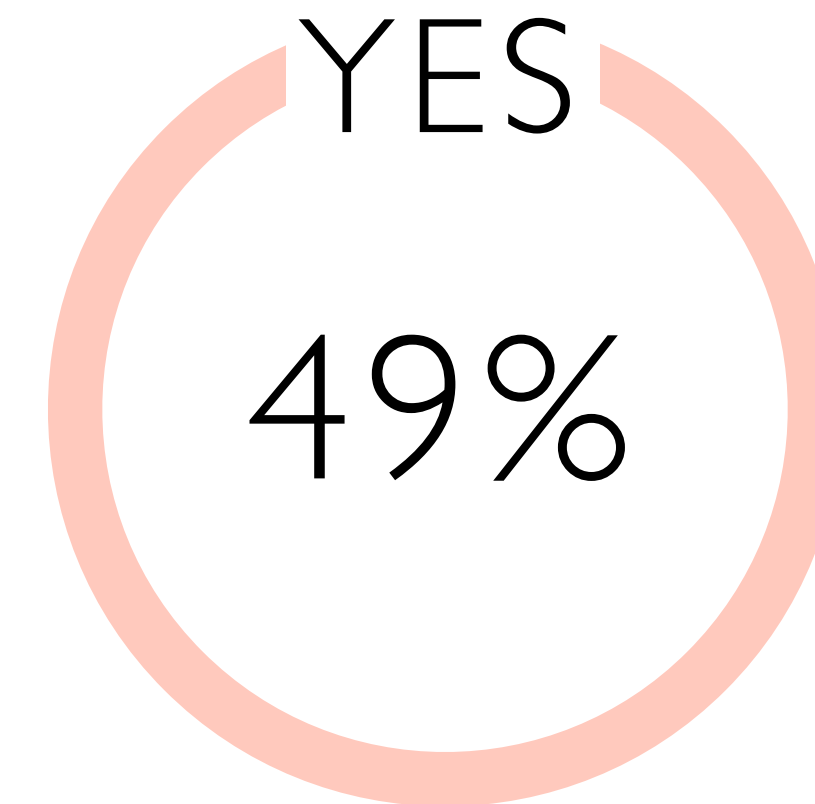


NO  
17%

DO YOU READ LONGER CAPTIONS?



NO  
51%



YES  
49%



DO YOU OFTEN SAVE PICTURES TO  
CREATE YOUR OWN MOODBOARDS?

YES

66%

NO

34%

DO YOU USE THE EXPLORE PAGE  
TO FIND NEW INSPIRATION?

YES

73%

NO

27%

HOW DOES IT FEEL TO SEE OUTDOOR  
PICTURES DURING THE LOCKDOWN?

EVASION

73%

FRUSTRATION

23%





PHOTO FOR FENDI BY TAGWALK AND LUNA HARST

CHAPTER 3

# WHAT PEOPLE ARE INSPIRED BY



ARE YOU MORE ATTRACTED  
TO PICTURES OF ...

LANDSCAPE

54%

PEOPLE

46%

DO YOU PREFER URBAN  
OR NATURE POSTS?

NATURE

60%

URBAN

40%

WHICH TYPE OF IMAGERY  
DO YOU PREFER?

SEA, BEACH

67%

FLOWERS

33%



FOLLOWING FOR INSPIRATION...

MOODBOARDS

56%

MUSEUMS & GALLERIES

44%

WHICH CATEGORY DO YOU PREFER?

ARCHITECTURE & DESIGN

72%

FASHION

28%

WHICH TYPE OF POST ARE  
YOU MORE DRAWN TO?

COLOUR

76%

BLACK & WHITE

24%



DO YOU PREFER PICTURES BY ...

YOUNG TALENTS

82%

RENOWNED  
PHOTOGRAPHERS

18%

WHICH COLOURS DO  
YOU PREFER?

NEUTRAL

58%

POP

42%

WHICH PHOTOGRAPHY FORMAT  
DO YOU LIKE THE MOST?

ANALOGUE

64%

DIGITAL

36%





IF YOU ARE INTERESTED IN TESTING SOME  
QUESTIONS WITH OUR SOCIAL MEDIA PANELS,  
PLEASE CONTACT:

[INFO@TAG-WALK.COM](mailto:INFO@TAG-WALK.COM)

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