

# THE CLOCK IS TICKING

**TIKTOK HAS ALREADY CHANGED HOW WE CONSUME DANCING AND COOKING, IS FASHION NEXT?**

BY RUSSELL WESTBRICK

**TikTok has everything** and much more that fashion consumers are looking for daily that other fashion media outlets just cannot provide. It is quick, it is now, and it is always up to the latest trends before everyone else. Above all, TikTok is consumer driven, so it is more relatable to the audience than any publication could ever be.

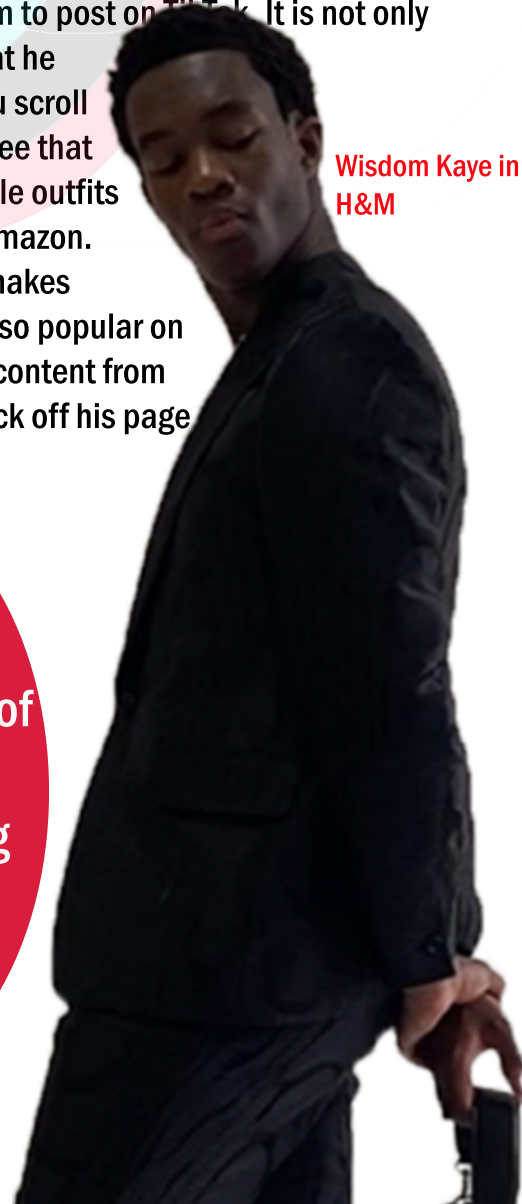
TikTok also features a good amount of those 'I' words, influencers. They are everywhere, like flies, flies that are just waiting and urging to influence you. Fashion is run by the brands, and even though the relationship between brands and publications is mutual, publications need brands much more than brands need publications. Fashion brands more than any other industry use influencers to promote products. Influencers are here to take fashion media over and TikTok is at the forefront of the action

**It is late on a weekday night;** you realize that what you were thinking was going to be just a couple of minutes on TikTok turns into 3 hours scrolling through the app. Because of the content you interact with, most of the videos you view on your "for you page" on the app are fashion related. 11 get ready with me videos, 6 top 5 brands to shop for videos, 16 snippets from the runways of Paris Fashion Week, and 3 interviews with civilians in London about what they are wearing today. All that diverse content under one platform, and you do not move a muscle or pay any fees.

**One creator catches your eye** more than anyone else, his style is different, a different that makes you think that it should not be different because everyone should strive to look that cool (He is like really really cool looking). His name is **Wisdom Kaye**. You click on his page and see that his content consists of styling and displaying outfits that little brands such as Burberry and Prada have sent him to post on TikTok. It is not only the high-end brands that he highlights, but when you scroll down a little more you see that he styles more affordable outfits such as clothing from amazon. This versatility is what makes Wisdom so special and so popular on the app. All that varied content from just one creator. You click off his page and it is on to the next.

**Wisdom Kaye in H&M**

**"As fashion's influence grows, a new generation of fans is taking fashion-watching into their own hands."**





WANNA SEE MORE OF WISDOM  
& BENJI? **FOLLOW THEIR SOCIALS**

### **WISDOM**

TIKTOK: @wisdm8  
INSTAGRAM: @wisdm  
TWITTER: @modsiwW  
YOUTUBE: @WisdomKaye

### **BENJI**

TIKTOK: @fashionboy  
INSTAGRAM: @benjipxrk

Benji Park (right) at London fashion Week

**The next creator** that pops on your feed is a loud fast talking fashion blogger that goes by the name of **Benji Park**. Fashion education is huge on TikTok and Benji may just be the fashion professor on the app. His content contains exceptional reviews of catwalk shows from the biggest brands (which he attends in person), his thoughts on the latest trends, up to date news on what is going on in the fashion world, and much more. If you are looking to enhance your fashion knowledge, look no further than Benji Park.

**With all this assorted fashion related content**, it is hard to imagine a time before TikTok. You can learn so much about your favorite brand, how to style those new trousers that just came in the mail and/or stay updated on the hottest trends all in one place. There is no other fashion media outlet that has that capability especially as rapid and as TikTok. It would be no surprise if TikTok and its many content creators such as Wisdom and Benji have fashion consumers like yourself under their influence.

Screenshot from TikTok page

