

Russian FaceHunters or Fashion Blogging in Russia: Communication of Consumption Experience

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Fashion blogging is as unique as the country in which it evolves. Russia is no exception. Fashion bloggers communicate their consumption experience related to a particular clothing item or brand, moment of the purchase, service at the store or packaging, the level of satisfaction of the purchasing process or item, as well as memories and emotions related to this particular purchasing experience (Carù & Cova 2003, p. 271).

This paper is an exploratory study aimed at examining methods of consumption experience communication within Russian fashion blogging context. The study is based on a qualitative descriptive analysis exploring the fashion blog communication practice of seven Russian fashion bloggers. It discusses Russian key blogging platforms, styles of their use, the link between blogging and social networking platforms and areas of attention for fashion bloggers.

The main purpose of this research is to outline key blogging trends among Russian fashion bloggers and find their position within the fashion industry.

Key words: Russia, Fashion Blogging, Consumer Experience

Introduction: Online communities

Modern technology helps to find more interesting and creative ways to get to the audiences with needed information and new experiences about fashion news (Lankshear 2006, p. 2). Today, fashion blogging has become a communication tool that connects to the audiences through multiple channels and views on fashion experience. The personal identity of the blogger behind any fashion blog has an influential impact on the process and content of communication (Thelwall & Staurt 2007, p. 524). This personal consumption experience can be communicated to mass audience by using technical features of a personal blog or methods and techniques of communication described within the communication theory.

The online technology has advanced rapidly and brought a variety of different formats and platforms. Online communities, blogs, and micro-blogs, offer consumers new options for participating in social interaction online thus also causing a change in the consumer culture itself (Kozinets 2002). Online communities offer consumer different narratives and cultural models and help to identify consumption - related identities (Goulding et al. 2002; Rokka & Moisander 2009). According to Schau and Gilly (2003, p. 387) expressing one's identity is easier online because consumers do not necessarily need to own concrete consumption objects, but instead they can take advantage of virtual products, signs, and symbols. The subjects constructed in and through fashion-themed blogs are articulated through techniques of the self that they invent and choose. Using clever turns of phrase, self-stylized poses, and individually chosen commodities that construct and display a unique mode of personhood, the fashion blogger are agents (and objects) of their own representation (Pham 2011).

1. Blogs as the Communication Channel

Blog is an instrument that allows the blogger to get in touch with audiences by creating experiences within the blog (Kotler 2010). Modern communication theory mostly describes

bloggers possibility to use the marketing approaches, such as co-creation or involvement of senses and feelings into experience creation and sharing (Kotler 2010).

From integrated marketing perspective, experience communication is aimed at involving consumers into dialogue and increasing the level of trust among consumers towards brands and companies (Kotler 2010). From the communication perspective, it is vital for blog to be the source of information, regardless of its content (Treadaway & Smith 2012).

Blogs provide social contact, guidelines, and information to blog users (Kotler, 2010). Tara Chittenden (2009) in her study “*Digital dressing up: modeling female teen identity in the discursive spaces of the fashion blogosphere*” argues that blogs are an important tool not only for users, but also for the bloggers themselves. According to Chittenden (2009), blogs allow people to learn about themselves and their relationships with others, and express themselves through text and visual features in the digital space. Miller, Fabian, and Lin (2009) in their turn state that the importance of social media lies in the interaction between consumers and the community, and in the facilitation of immediate, interactive, and low-cost communications. Nowadays social media became alternative communication tools supporting existing relationships and activities in an uncomplicated manner that can facilitate the users’ experience. Moreover, increased use of social media provides a platform for nurturing brands and affecting consumers’ purchase decision.

The phenomenon of the fashion blog first took place in 2006 (Fandrich 2011, p. 444). Bloggers realized that the topic of fashion is demanded among large communities, making the amount of fashion blogs grow to meet the needs of the communities interested in fashion (Fandrich 2011, pp. 444-445).

The idea of fashion by itself being a communication method has been described by Barnard in his book “*Fashion as Communication*”. He argues that from the cultural point of view, fashion possesses a communicative function (Barnard 2002, p. 59). Barnard (2002) reflects that through his own fashion style an individual communicates own position or belonging to a certain cultural group. He also states that a message, created by an individual and sent to the society using clothing can be identified by seven aspects:

1. *Individualistic expression.* Barnard refers to Roach and Eicher (1979) study, where they argue that fashion may be used to reinforce, reflect and create mood (Barnard 2002, p. 60). Moreover, individualistic expression is closely linked to the self-identity concept (Barnard 2002, p. 61). Fashion helps to construct self-perception and differentiate an individual within a society (Chittenden 2009, p. 517). Chittenden (2009) in her turn argues that fashion is a language individuals use to gain self-esteem in the impressions they make; fashion also provides cultural and symbolical resources to construct identities (Chittenden 2009, p. 512).

2. *Social worth or status.* People make judgments and perceive other people by which fashion items those wear (Barnard 2002, p. 61). Status may accrue from multiple sources, namely family, gender and age. From the anthropological perspective, the status changes such as from being single to being married will be accompanied by costly and elaborate changes in clothes (Leach 1976, p. 59) (Barnard 2002, p. 62).

3. *Definition of social role.* Clothing indicates social positions that people carry (Barnard 2002, p. 63). Fashion style may be interpreted as a sign that defines a social role, and by this sign people expect a certain behavior.

4. *Economic worth and status.* Fashion can define productive or occupational roles within an economy (Barnard 2002, p. 64). It mainly refers to a level in an economy individuals operate or work (Barnard 2002, p. 64).

5. *Political symbol.* Roach and Eicher in their book “*The language of personal adornment*” (1979, p.15) argue that fashion is closely connected to the working power. Fashion can illustrate a political function and working power (Barnard, 2002, p. 65).

6. *Social rituals*. Fashion also defines an on-going social ritual, such as wedding. Culture prescribes marking a special ritual with types of clothes (Barnard 2002, p. 68).

7. *Recreation or activities*. Fashion has a power to indicate the engaging in recreation or different activities, such as sport or hobbies (Barnard 2002, p. 69).

1.1 Dimensions of Fashion Blogging

Fashion blogs are mediated spaces where bloggers put together their outfits and share their shopping-related experience (Chittenden 2009, p. 504). By statement “...*fashion blogging as situated practice requires moving between the discursive and representational aspects of the blog*”, Chittenden describes fashion blogging as a practice with a discourse regarding fashion topics in the form of texts, comments or video recording and visual representation in the form of pictures or published video recordings. (Chittenden 2009, pp. 507-508).

Fandrich (2011, p. 452) in her article “*La Dernière Mode: Blogging fashion*” points out four criteria for identification and evaluation of a real fashion blog: motivation, content focus, originality and immediacy.

By motivation Michelle Fandrich takes a fashion blog is an independent entity, which driven by blogger’s motivation and expression as opposed to fashion periodicals, which orient their publications onto commercial profit and anticipate relationships with advertisers (Fandrich 2011).

Fashion blogs should have a strong fashion content focus. However, fashion blogs are based on a blogger’s own personality and perception thus personal topics penetrate into the blogs’ content (Fandrich 2011). Fandrich (2011) suggests that fashion blogs should be evaluated by taking into account a critical view within fashion only.

2.1 Fashion Bloggers Consumption Experience

2.1.1 Significance of Sharing Experience Through Online Community

An experience can be defined as a knowledgeable result of an individual’s participation in some event (Schmitt 1999, p. 60). Experiences are “*of*” or “*about*” something; they possess reference and its intentionality (Schmitt 1999, p. 61). Learning is particularly important and optimized in any experience (Ornbo, Sneppen, & Wurtz 2008, p. 23). It is optimized when experience has three dimensions: physical (what we see, smell, sense, hear and taste), mental (when feelings are involved) and social experience (when experience leads to interaction and communities) (Ornbo, Sneppen, & Wurtz 2008, pp. 23-24).

Social researchers Gurzick and Lutters (2004) when formulating a theory for online communities pointed out that experience sharing within online community is a key for the interaction and audience involvement process. They also emphasize that community audiences consider an online community, a blog or another type, as a reliable source of information, and as “*a mean for continuing relationships established through experience sharing*”

The experience sharing through a blog is particularly effective for raising the amount of the audience involved (Gurzick & Lutters 2004, p. 5). Namely, social media is a tool to involve

the parties in the collaboration process, where consumers are free to communicate with other consumers and companies (Kotler 2010, pp. 10-11). A co-creation - creating experiences through collaboration taking into account consumers' personal needs and meanings concept, can be an example of collaboration with audiences (Prahalad 2004, pp. 5-6). The process of co-creation implies that an object that can be customized further, consumers within the network who customize the platform to match their identities and feedback that enrich the platform by customization efforts (Prahalad 2004, pp. 5-7).

Schmitt (1999) established five Strategic Experiential Models by which experience can be created (SEMs): Sense, Feel, Act, Think and Relate. He argues that SEMs have to be managed by marketing managers' actions such as communication or product that should touch sense, heart and mind of the audience (Schmitt 1999, pp. 22-26).

- *SENSE* - refers to sensory experience through sight, sound, touch, taste and smell. This model can be used to add value to the product;
- *FEEL* - is mostly directed at touching emotional inner of audience. Experience creation through FEEL is oriented at establishing positive mood, strong emotions of joy and pride;
- *THINK* - appeals to cognitive problem-solving experience where audiences will be creatively engaged;
- *ACT* - Physical and lifestyle experience can be contributed by means of ACT. Inspirations and motivations to change or improve the audience's lifestyle is an aim of marketers using this model;
- *RELATE* - is based upon cultural aspects. Desire for self-improvement and need to be positively perceived by others are the main drivers for using the RELATE model (Schmitt 1999, pp. 64-69).

2.2 Experience Communication Through a Fashion Blog.

Three theoretical directions of methods of experience communication that can be used by bloggers have been chosen. Those include traditional communication methods used through the blog, special characteristics of the blog that may support the communication flow, and experiential marketing approach (Schmitt 1999), which may support the communication process and create emotional bound with the audience.

Each of these theoretical directions is applicable to fashion blogging. However, the idea of this particular study is to examine what methods are used and applied by Russian fashion bloggers in order to reinforce and influence the process of consumption of experience communication. This study is not aimed at the detailed consideration of each method of sending messages to audience using blogs, or evaluating its experiential content. It rather investigates the feasibility of multiple communication methods taking place within Russian fashion blogging, their co-existence in a holistic sense, the level of integration within the process of communication, and the role of the blogger's self-identity in building of the communication process, as well as it positions the fashion blogger within the fashion industry in the specific geographic region.

The blogger's personal experience, self-identity, willingness and reasons to share experiences, his/her level of involvement into the fashion topic, and possibility of the blogger's emotional reflection through the blog are critical for this study. This is because blogging can be used as a channel to express these personal implications; furthermore self-expression is a core of any personal blog (Newson, Houghton, & Patten 2008, p. 24). These personal implications of the blogger may influence the communication process by shaping certain methods of communication according to personal understanding of these methods and their influential power on building the blogger's social-oriented identity (Miller & Shepherd, 2003). The contextual concept of the study and its cognitive interrelation based on Carù &

Cova (2003) is summarized in the chart below.

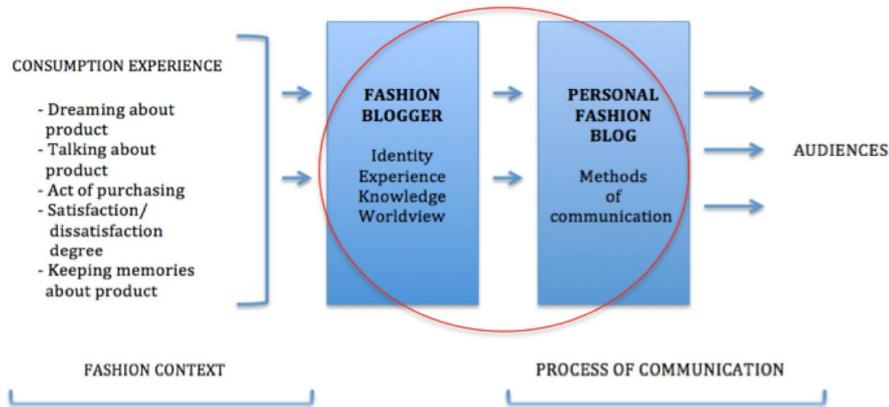


Table 1: Conceptual framework of the study

Fashion blogger and the blog are in the central focus. Gaining consumption experience consists of pre-consumption experience (dreaming about a certain product, talking, planning to purchase), purchase experience (purchasing act, service at the store), core consumption experience (sensations about the product, level of satiety, satisfaction/dissatisfaction), and remembered consumption (nostalgia, memories, stories about the product or its purchasing) (Carù & Cova 2003, p. 271). Fashion context makes the blogger interpret it according to his own knowledge, experience, identity and world perception. The interpreted blogger consumption experience takes shape in a variety of communicative forms like written statements or photo reports within a personal blog (Chittenden 2009, p. 517). The personal blog itself as a communicative tool, the communicative content, and the particular methods of communication build a communication process between the blogger and audiences (Schmidt 2007).

3. Blogging and Social Networking Platforms Throughout the History and Evolution of the Russian Blogosphere.

Russian “blogging” started in the early 2000s with LiveJournal (LJ), a website which still dominates the Russian blogosphere. LiveJournal does not follow the traditional blogging model, it is rather a social media hybrid combining features of both blogs and social networking sites such as personal diary entries, blog posts, comments, communities and friendship networks.

Do blogging and social networking in Russia mean the same? Detailed quarterly reports on the Russian blogosphere that Yandex (The biggest search engine in Russia and CIS, which is similar to Google) has been issuing since 2006, use terms “blog” and “online journal” as entirely synonymous (it shows that there is no sense of blogs that are NOT journals), “friends” are interchangeable with “readers,” and “communities” are included in the total blog count. According to Yandex Blogosphere Report from 2009, Russia’s top four “blogging platforms”, namely LiveInternet, Ya.ru, Blog.Mail.ru and LiveJournal host nearly 70% of all blogs, and all are emulated around the hybrid LiveJournal model.

Acting like social networks, they all provide “friend lists” and the option to join communities/groups and share images, video and audio. According to Yandex (2009), these groups and communities are also included in the “blog” category. So for instance, in its Spring 2009 Report, Yandex claims that the Russian blogosphere contains 7.4 million blogs, comprised of 6.9 personal journals and over 500,000 communities. Monthly audience numbers also reflect Russia’s unique blend of social networking and blogging, as the list of top social media sites in Russia contains both social networking and blogging platforms. The social networking service Vkontakte, modelled on Facebook, is by far the most popular one, attracting almost half of Russia’s Internet users. Mail.ru offers social networking and blogging as separate but interconnected services, and while separately their audience numbers are low, when combined, the audience of both those services makes up roughly one third of Russia’s monthly Internet users. LiveJournal is next, attracting more than a quarter of Russia’s Internet users, followed by the social networking site Odnoklassniki, modelled on Classmates, with almost a quarter of the users (Yandex Stats 2014).

Russian blogosphere shows strong localizing or g-localizing tendencies: it is to a larger degree self-contained; has relatively few “bridge bloggers” writing about other countries and cultures in Russian or about Russian affairs in other languages; the dialogues of Russian bloggers with foreign bloggers are rare and mostly of mock or destructive nature.

To sum up, Russians tend to communicate with Russians in Russian about Russia-related topics.

3.1 Russian Fashion Blogging Landscape

Russian fashion blogs are very diverse: there are street and personal style blogs, shopping-related or inspiration. Many fashion bloggers in Russia started long before the rise of Susie Bubble, Yvan Rodic and other modern icons. Nowadays Russian bloggers get invited to all important fashion events, freelance as journalists, stylists, etc. and have a huge impact on Russian fashion industry altogether. For the purpose of this paper, Top 7 Russian fashion bloggers were analyzed in terms of what they blog about, what language they use and how they connect with their readers and fashion consumers.

3.1.1 svet-sezona.livejournal.com

Svetlana Paderina – fashion designer and Moscow State University graduate from the course “Theory of Fashion” has a unique perspective on the Russian fashion. The fashion journalist and analyst as she has defined herself in her blog, she is the first to write about Russian designers with the belief that Russian future fashion has a big potential. Thanks to her, fashion lovers know that Russia hasn’t only Valentin Yudashkin or Slava Zaitsev producing high couture pieces but also emerging designers whose clothes could be worn daily. SvetSezona, born in 2010, reviews Russian designers collections appearing more often than those collections come out. In her interview with FashionTime (2012) Paderina tells that initially, there was no concept and she just wanted to record her daily observations of the fashion world. Shortly, SvetSezona was named the main adaptor for Russian fashion. Paderina blogs in Russian only almost daily with few look books. Number of unique views is impressive and provides Svetlana place at the forefront of major metropolitan fashion weeks. Svetlana style’s sharp, concise and very conceptual - she is an avid fan of minimalism in its most radical forms. However, she also likes ultra feminine silhouettes and fabrics. Paderina’s motto is - to avoid stereotypes and limitations, go your own way and try to create something new. If we evaluate the images posted by this blogger, you can definitely say that are not banal and are a-typical. She hardly ever posts photos of herself, giving space to the fashion objects.

3.1.2 <http://kyklamasha.com/>

Run by the editor of the Harper's Bazaar - Maria Kolosova, this blog has attracted more attention than her notes in print. Kolosova attends all Fashion Weeks in Europe, makes wonderful photo shoots, manages her own online store and creates look-books with herself as a model.

Being a fashion editor, Maria decided to share the beauty and inspiration of the fashion world surrounding her with the Internet audience. The first blog entries accompanied with colourful photos from backstage of high-profile shows, attracted attention of an unspoiled Russian public. Her blog has a separate look-book section where she puts together her daily finds from around the world. Surprisingly, Masha's blog has not turned into her own portfolio, which beautiful Kolosova was expected to do: this blogger covers everything that surrounds her, puts up pictures of inspiring European street-fashion and shares her own ideas about the development of the fashion industry. Incidentally, KyklaMasha is almost the only Russian fashion blogger known by Western media (Creators 2012).

Masha's the manner of its presentation, elegant and simple - all very informative, dynamic, bright and concise. Masha loves clean lines and cut, gladly works with colour, adding it to her black suits. She also has a weakness for jewellery and hats. Almost every look created by this blogger clearly reflects seasonal trends by taking the high fashion and translating it into the real life. Perhaps her blog is the most stable and most professional of all the Russian pages. But sometimes Masha admits she isn't able to go beyond her own taste and some of the looks she is producing are repetitive. Inspiration is in stunningly made photo-shoots combing ideal ration of photos and text together with insightful travel notes.

3.1.3 <http://fashion-daily.livejournal.com/>

Dasha Kunilovskaya is the author behind by, perhaps, the most professional and deep thought fashion blog called "Fashion Daily". It is a blog about high fashion, expensive jewellery and the most famous designers. Darya prefers to remain in the shadow: she puts minimum photos of herself, but almost every day posts reviews, news, unique photos and interviews. Started in December 2008, Kunilovskaya became the only blogger doing fashion reports. The minimum photos of herself, the maximum information about new collections and beauty trends – naturally makes this a page a read for those who are concerned what is going on in the fashion-industry. Her blog can be described by professional approach, deep analysis, strong interesting texts, where each word and picture are sharp and in the right place. To date, the blog "Fashion Daily " is a source of complete and accurately managed talented author information about everything that is happening on the catwalks of the fashion world. Opinion leader and maker Kunilovskoy – a glossy girl is always invited to all fashion- shows and presentations. Recently Daria became a copywriter of the Volvo Fashion Week.

She would never write about fashion trends that do not “shoot”, she knows exactly what will hit the fashion world, and what will be quickly forgotten. Her blog is more like a magazine: beautiful images and insightful deeply analytical comments. With nearly 15000 LJ users subscribed to the blog and Facebook 47,000¹ Daria is proving to lead Russian fashion scene.

3.1.4 <http://sophiesavenue.blogspot.ru.>

¹ <https://www.facebook.com/fashiondaily>

Famous fashion stylist, iconic model, and Russia's top TV presenter Sophie Eliseeva is known for her ability to mix the brightest and most controversial things. Kitsch and brilliance that could kill a successful image, work miraculously when worn by Eliseeva. Looking through the pages of her blog, you will not find neutral sets - literally every item is eye-catching. Scarlet lover Sophie completes almost each look with the red lips – her signature style.

Showing harmonious and colourful sets, an entire blog is a continuous source of inspiration and practical instruction manual for the Russian fashionistas. Being fashion stylist and beauty expert, Sophie places bigger emphasis on make-up as an essential part of the total look. That also explains the significantly high number of close-up photos focusing eyes, lips or accessories. Most of the follower's comments are on blogger's beauty and make-up. SophieAvenue got more than 4,500,000 unique views since its launch in November 2010. It also has 1407 followers as well as over 60,000 visitors daily. Sophie blogs daily on variety of fashion topics: from new shop openings to personal style advice. Each post has a name in English and is normally written in both Russian and English. There is always one cover photo showing the blogger herself in particular outfit or situation.

Eliseeva is known for wearing affordable clothes that looks expensive and making this the central topic of her blogging. In her blogs she claims that many young Russians are eager to get as far away as possible from stereotypes of Russian kitsch'. She believes that where Russians would once revere international designers alone, choosing flashy labels and ostentatious furs, now more and more celebrities want their cocktail dresses made by local emerging talents such as Gazinskaya or Terekhov. According to this blogger, there was never any history of fashion in Russia, but there has been a revolution of thinking with new generation showing that Moscow has the potential to be a fashion capital.

3.1.5 <http://fashion-shower.livejournal.com>

Previously blogged under *<http://ysi-pusi.livejournal.com/>*, Masha Novikova dedicates 80% of her new blog to features on the new collections of Western rather than Russian designers. She likes to combine everything into one entry to seek out new names and the original vision of trends among designers. Covering almost every Fashion Week worldwide, Novikova, hardly ever talks about herself but about her favorite collections. She blogs in a sort of neutral manner, showing neither too much affection nor rejection for the trends. Novikova blogs a lot on Western Fashion such as Alexander McQueen, Rick Owens, Haider Ackermann, AF Vandevorst and Bakhtier, Gareth Pugh and Ann Demeulemeester. In terms of the photography she chooses darker tones, gothic aesthetics and sexuality.

Through her fashion choice she tries to educate her followers by impacting on their style. Throughout the blog she talks that what differentiates the young Russians from other consumers, is their sense of risk-taking; and, indeed, members of the group are frequently cited in trend stories about wearing bold prints, pajamas, a turban or a scarf. Her motto is: "Fashion is art. Nothing is too preppy. Nothing is too bright."

3.1.6 <http://abolenkin.livejournal.com/>

Andrej Abolenkin is one of the most famous fashion analysts, who is published in many fashion media. His blog is full of lengthy texts with a deep meaning: complex analogy with fashion trends in literature, music, architecture, analysis of situations, with carefully explained point of view. His blogging style is full of professional terms and names, making it difficult to read, but very useful. Abolenkin mainly blogs on male fashion as well as fashion history. Most of his posts are market research essays and reflections on the specific events. All of the posts are in Russian, accompanied by "theatrical" styled images as well as videos.

The main themes across the blog are based on his professional activities: fashion and sociology, consumer behavior analysis, insider notes on the Russian fashion. Very unusual for a fashion blog, there are no posts any street fashion or new shop openings. Abolenkin also never re-posts from other blogs, but purely publishes his own opinion. In his blog he emphasizes that Russia being a closed country for a long time, made consumers feel like kids going into a candy shop and willing all of it at once. According to him Russian taste has been evolving into something more sophisticated that might attract people beyond Russia.

3.1.7 <http://shmotomodo.ru/>

Shmotomodo, run by Ekaterina Vasilenko is the most unusual and controversial Russian fashion blog. While all admire touching animal prints in designer collections, Vasilenko advises readers to "try on those doggy style printed clothes". She always says what she thinks, sometimes quite dramatically. Today she shows pictures of chiffon skirts, and tomorrow - young actresses porn outfits. One day she writes about her recently purchased pants with Batman, another one about buying Darth Vader's helmet; avant-guard and kitschy as it is.

Vasilenko doesn't restrict herself in expressions sharply and clearly evaluates certain tendencies, declares that he will never write long boring surveys about the new collections, but rather gives specific advice for each reader what to wear in a specific situation. She doesn't have any advertising or look books.

Ekaterina became famous² by using a non-standard approach to managing her own page : she calls herself "mistress who embarrassed fashion"; openly says he does not take into account the opinions of others , boldly speaks about modern fashion and shows readers the images of outfits everyone can't even wear for Halloween . Unambiguous writing not be confused with anything – passionate about aggressive tendencies, studs and glitter she got a brilliant ability to combine it all in a single image. All materials are sharp, burning, ironic. Incidentally, one of the distinguishing features of the blog is open, often aggressive criticism of its Russian and foreign blogging colleagues.

4. Conclusion and Summary

Russian blogging scene is very diverse in terms of styles and topics. There are several aspects blogs were described by: Western-Russian fashion orientation, Look Books, affordable versus luxury fashion, mass market versus emerging designers, amount of self-pictures, language as well as advertorial versus analytical style and position of the writer as opposed to the fashion industry.

Analysis have shown the diversity across blogs: From SvetSezona which is mostly concentrating on Russian designers to KuklaMasha's obsession with foreign trends, from practically no self-pictures on FashionDaily to an excessive amount of them on the SophiesAvenue, from Abolenkin's concise research like language to the ironic and sharp expressions of Shmotomodo. Look Books don't seem to be a common feature either: from none on Shomotomodo and FashionShower to loads on KuklaMasha and FashionAvenue.

Analytical approach towards blogging seems to be a common feature: Abolenkin, FashionDaily, SvetSezona as well as FashionShower all write constructive reviews. All of the

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blogs also show tendency towards covering luxury market segments apart from SophiesAvenue that pursues concept of inexpensive fashion looking good. Interestingly enough most of the bloggers are fashion insiders: Abolenkin is a famous fashion consultant, SvetSezona is fashion designer with a strong knowledge on fashion theory, KuklaMasha is run by Harper's Bazaar fashion editor, SophieAvenue is a well-known fashion stylist and TV Presenter.

By clarifying of involvement into fashion context of the blogs discussed, it has been understood that all of those Russian blogs are extensions of the personality behind the blog, a way to express bloggers-self, communicate to society the choices that they makes, and the meanings of fashion in general. Those fashion bloggers find personal self-expression by posting outfits and emphasizing their preferences with clothing and communicating personal characteristics towards the society. The exploratory analysis also shown that the specific of a particular professional or educational background may have an impact on the conduction of the fashion blog. As the research has shown Russian fashion blogosphere is very versatile and substantially different from the common Western one.

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