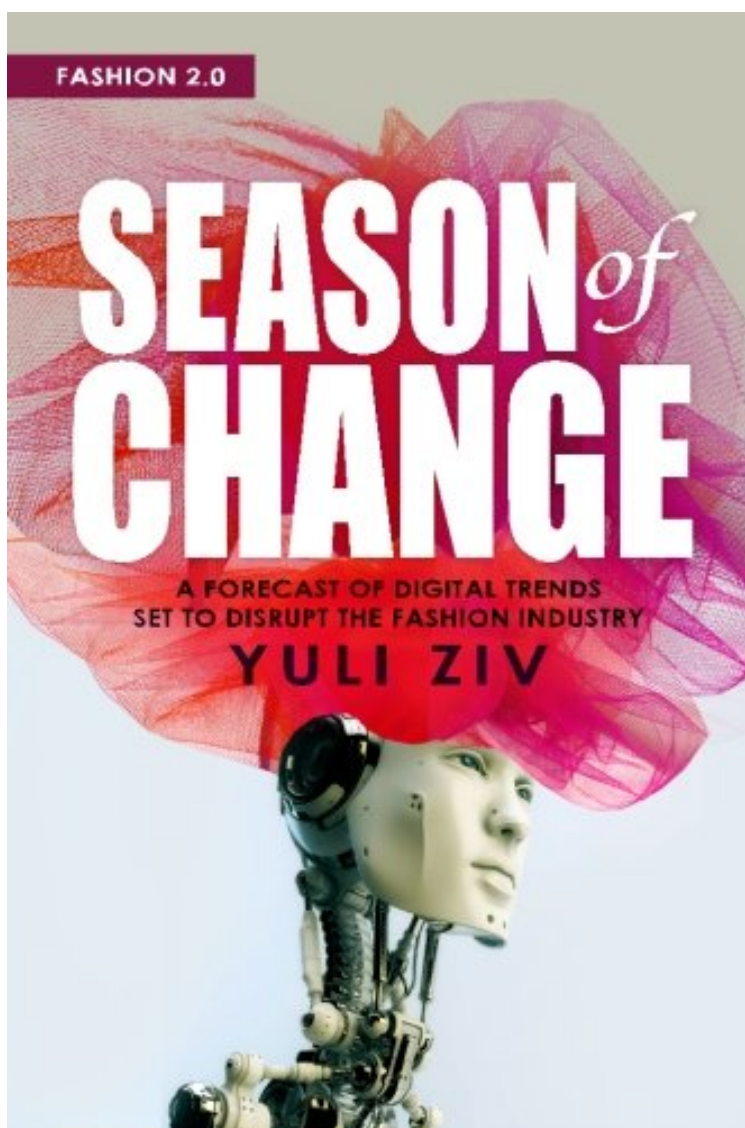


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## **Fashion 2.0: Season of Change: A Forecast of Digital Trends Set to Disrupt the Fashion Industry**

*Yuli Ziv*

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#2468070 in Books Yuli Ziv 2013-10-04 Original language: English PDF # 1 9.00 x .33 x 6.001, .45 #File Name: 0615875807142 pages Fashion 2 0 Season of Change A Forecast of Digital Trends Set to Disrupt the Fashion Industry | File size: 40.Mb

**Yuli Ziv : Fashion 2.0: Season of Change: A Forecast of Digital Trends Set to Disrupt the Fashion Industry** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fashion 2.0: Season of Change: A Forecast of Digital Trends Set to Disrupt the Fashion Industry:

1 of 1 people found the following review helpful. Insights on the fast paced technology changes for the fashion industry By Rosario Nice and easy recommended reading if you are interested in the combination of technology + fashion. Two of the reasons that prompted me to read this book were its powerful description: "A forecast of digital trends set to disrupt the fashion industry" and the interesting author's career, Yuli Ziv. The 4 key points I extracted - Influencers: empowered (by a significant number of followers) individuals that by sharing their fashion outfits are getting premium commissions from brands or networks (most of them fashion bloggers). - Social media provide a new way for brands to gather information and inspiration directly from final customers, allowing them to identify designs with the most commercial potential. - Personification: customers are willing to know more about who are the people behind the brands they like, and be able to directly interact with them to establish a real connection. - The decreasing importance of seasonal collections and trends

0 of 0 people found the following review helpful. Thought provoking, spot-on analysis of the future of fashion By Julia Dinardo Yuli's second book, a great follow up to *Blogging Your Way to the Front Row*, picks up where the last book left off in the realm of being an innovator, forward thinking, and accepting of change. The old adage "adapt or die" holds true, and the brands and influentials that manage to do so are along for the long haul - Ziv extracts the great irony of the fashion industry of being predictable in its cynical nature, but truly in need of a few more disruptive ideas that this information age we live in has now been known to be defined by. I found myself nodding my head in agreement to most things, that can only be delivered by someone with the insights, gained perspective, and fearlessness that Ms. Ziv possesses. A must read for any one that considers them a true follower of fashion, and curiosity about what is (and should) come in the future.

0 of 0 people found the following review helpful. Obvious but Still Insightful By D. Langendorf Part treatise on the fashion industry and it's future, part treatise on social media. Enjoyable read, but insights and observations are a bit obvious. Fashion is not alone. ALL industries are undergoing phenomenal change due to the internet, digital technologies, information, and so on. Even so, I'm sure the fashion "leadership" has its head in the sand, just like those in the music and newspaper industries, to name just two. Hopefully, Ziv's prodding will get industry "dinosaurs" thinking.

In her controversial second book in the Fashion 2.0 series, *Season of Change*, serial entrepreneur Yuli Ziv analyzes major technology trends and forecasts their effect on the fashion industry. She questions why everyday objects such as clothes used by the entire human race see so little innovation. Her book, with a foreword by a visionary venture capitalist Lawrence Lenihan of FirstMark Capital, is a wakeup call to the outdated fashion industry. A must-read for everyone involved in the business of fashion from designers to company CEOs and marketers, Ziv's bold predictions sure to incite debate address the future of the industry in multiple areas including consumer, branding, retail, product and lifestyle. Her goal is to provoke thought and foster innovation by challenging the status quos from seasonal collections to pricing models; production and manufacturing; traditional advertising; trend forecasting; fashion week and more. She also offers up ideas for fellow entrepreneurs seeking to make their mark on the industry. Ziv highlights trends that brands need to consider in developing a successful strategy to navigate this new environment of constant change including: the rise of group consciousness and crowd sourcing; the shift from search to discovery; the power of suggestion; the monetization of influence; personal style as a commodity; personalization; interaction and engagement; efficiencies; and data as the new retail currency. She takes a critical look at luxury brands, stating that innovation is slowly replacing heritage as the new attribute of luxury for the future. Inspired by innovation leaders like Ray Kurzweil, Ziv applies his Singularity theory to fashion by viewing it as part of the bigger change we are experiencing. Ziv proposes taking a page from the consumer electronics industry in her overview of new technologies from smart fabrics to interactive retail, wearable tech and social tools and challenges industry leaders to re-examine the role fashion plays in our overall way of life. According to Ziv, optimizing our lifestyle is the new slogan of our decade. Streamlining the bureaucratic, inefficient processes that currently fill our life will allow all of us as a society to focus on things that matter. We will waste fewer resources and produce more meaningful objects. The book is aimed to inspire the radical change in thinking, which is needed to foster that.

"A fascinating peek into how one fashion marketing expert and theorist is marking industry change; both present and near-future, *Season of Change* is a rallying cry for brands to re-examine and rethink every aspect of the fashion business with a visionary hand and an eye toward innovation." - PR Couture

"From runway designs that consumers can look at but not buy until six months later to ignoring wearable technology, the fashion business is stuck in the past, Yuli Ziv writes in a new book called *Season of Change*. But the entrepreneur who founded Style Coalition says change is coming whether brands are ready or not." - Upstart Business Journal

About the Author Yuli Ziv is a serial entrepreneur and online media expert revolutionizing the fashion industry. She is the Founder CEO of Style Coalition, as well as the Founder of Fashion 2.0, the first and largest fashion tech networking community in New York City. An internationally known speaker, Ziv keynotes and moderates panels at numerous conferences including: WWD Magic; DLD Moscow; NY Internet Week; Social Media Week; 140 Characters Conference; Early Stage East. She has been featured numerous times in major publications including: The New York Times, Financial Times, The Guardian, Women's Wear Daily, Wall Street Journal and Forbes. In 2011, she published her first book *Fashion 2.0: Blogging*

Your Way To The Front Row, which reached s bestseller list in its category. Prior to becoming an entrepreneur, Yuli spent years developing interactive online strategies as Creative Director at top agencies and advertising networks.