

# Contents

Introduction 10

Rule 1: Be accessible and easy to find 18

1. Get ready to shop the globe
2. ASOS changes the online shopping game
3. Net-A-Porter rides the dotcom boom
4. Luxury for the masses
5. Global connections for the smallest brands
6. Inspiring a love of fashion
7. Retail goes mobile
8. Kate sells out the Burberry trench
9. Michael Kors is first to sponsor an Instagram ad

Rule 2: Be aware of the impacts 72

10. Death of the high street
11. Fast fashion piles up
12. Continuous sales are killing seasonal trends
13. Siri is stalking our shopping habits
14. Wear it once, resell it tomorrow
15. Alexander Wang sues the counterfeits

Rule 3: Be social 104

16. The fashion blogging evolution
17. The world gets hashtagged
18. Fashion Pinspiration for the masses
19. Vogue starts a social shopping trend
20. Instagram: the good, the bad and the ugly
21. The creative directors conquer Instagram
22. The clothing-haul obsession
23. The fashion news goes viral

Rule 4: Be culturally aware and diverse 164

24. Admiring all shapes and sizes
25. #TimesUp
26. A cry for inclusivity and diversity
27. Ban the fur

Rule 5: Be innovative 186

28. Nike ID and the new customisation
29. The fashion catwalk in your bedroom
30. Sophia Amoruso launches Nasty Gal
31. #CastMeMarc
32. Rebecca Minkoff leads the connected-store revolution
33. Virtual models in starring roles

Rule 6: Be the first to adapt 220

34. Fitness got trendy
35. Netflix merchandise gets hyped
36. The influencers design the collections
37. Cara photobombs the runway
38. The super-bloggers get the gig
39. Burberry redefines the rules of the catwalk
40. Susie bursts the fashion bubble

Last thoughts 262

Index 266  
Picture credits 270  
Acknowledgements 271  
About the author 272