

# AN IN-DEPTH STUDY OF YOUNG HONG KONGERS' PERSPECTIVES ON FASHION PUBLICATION: TRADITIONAL VS. NON-TRADITIONAL MEDIA

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## Background

As technology and the internet continue to advance, fashion blogs and bloggers are quickly adopting to pursue online status and become "digital influencers" and "little celebrities". Traditional journalists are increasingly using social media to market their organizations and themselves.

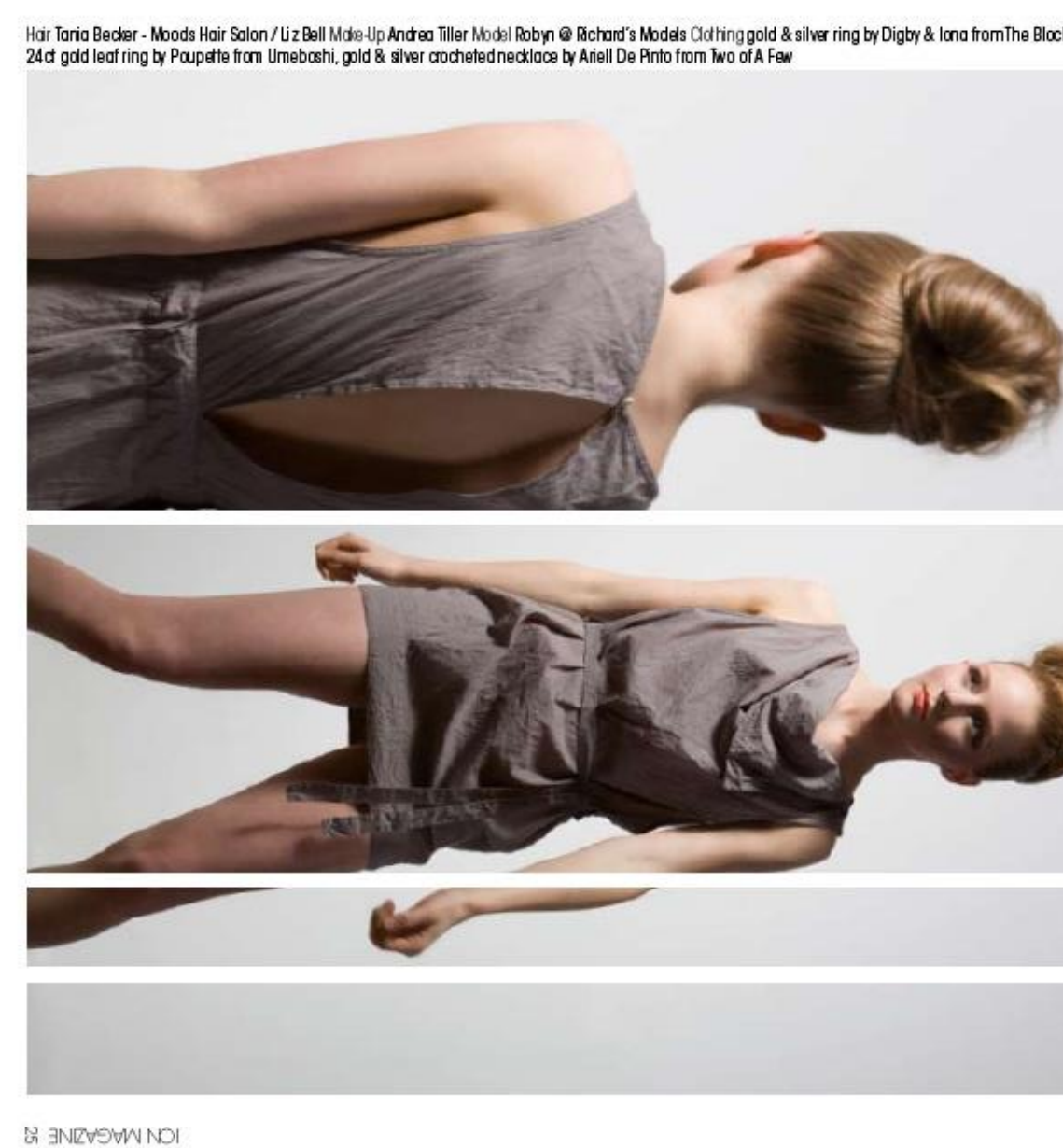
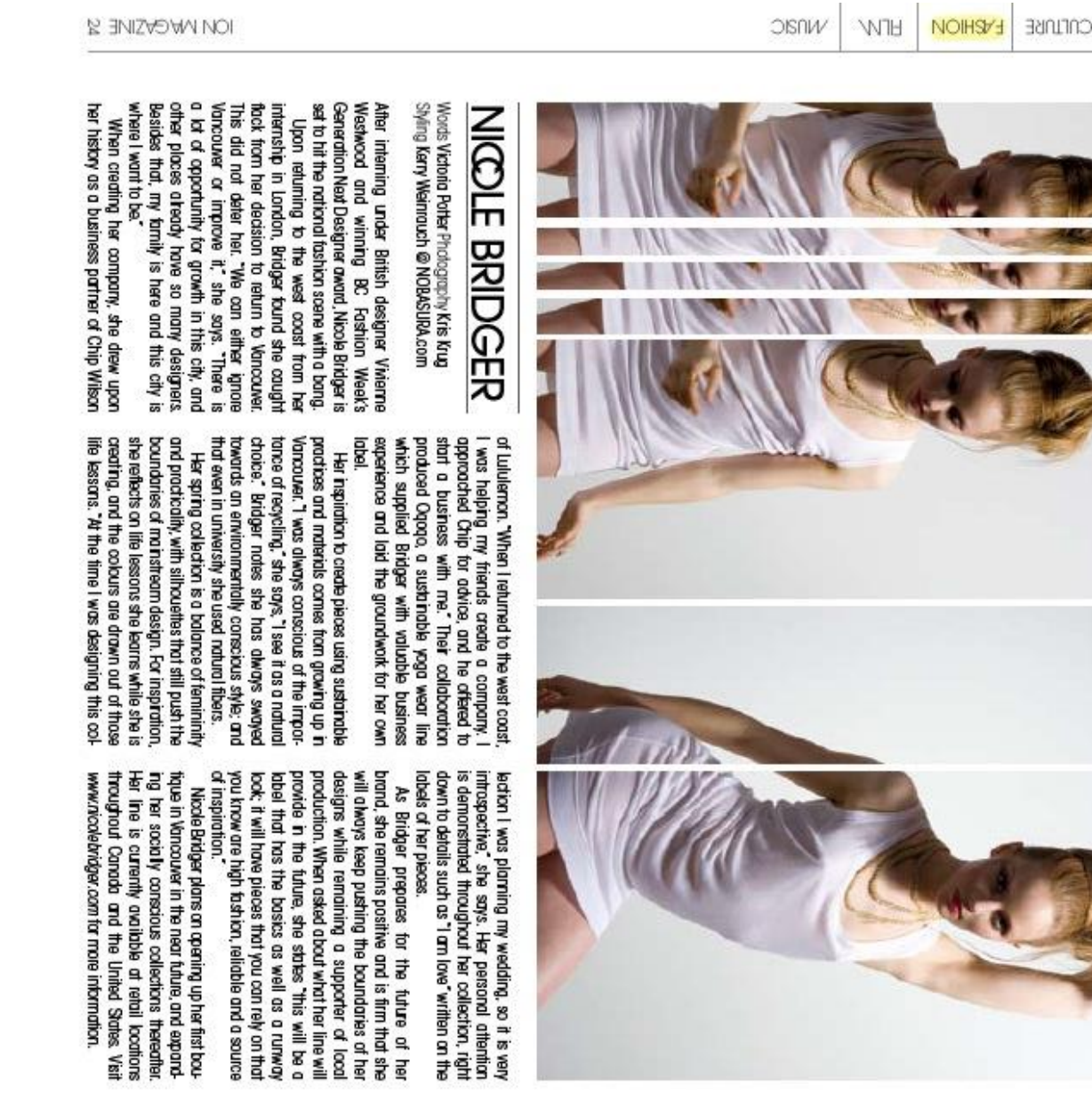
The definition of journalism has been impacted by this. Traditional publications, not only in fashion but all traditional media, are gradually disappearing. To adapt to the times, many publications have changed to online media or doing both by retaining the traditional paper media and opening websites to publish articles.

## Objectives

1. Understand the current situation of traditional fashion publications.
2. Understand Hong Kong young people's perspectives on traditional and non-traditional fashion publications.
3. Find out the ways to preserve or retain traditional fashion publications.

## Methodology

This study used a qualitative research methodology to interview 15 Hong Kong young people. The first section concerned questions on lifestyle and personal data, while the second section asked how they view a fashion magazine. NVivo was used to analyze the collected data, providing a better understanding of young people's thinking and suggestions on how to preserve or improve traditional fashion magazines.



## Findings



More respondents expressed positive views and opinions about e-fashion magazines and fashion blogs, while traditional paper-based fashion magazines received negative views. Traditional fashion publishers have successfully transitioned to digital magazines, increasing their audience and changing their content and format. Content and non-content proposals were developed to increase the attractiveness of conventional paper-based fashion magazines to young people in Hong Kong.



## Conclusion

The findings further confirmed that young people in Hong Kong prefer to read non-traditional fashion publications, with 80% of respondents preferring electronic fashion magazines and fashion blogs. Only three respondents, 20%, expressed a preference for traditional fashion publications, but their reasons were less relevant to the content of fashion publishing.

This study confirmed that the trend of traditional fashion publishing going electronic is a correct and inevitable direction, and provides analysis and recommendations on how to preserve traditional fashion publishing. It also fulfills and answers the initial questions and objectives of the study, namely to examine and analyze the perceptions and tendencies of young people in Hong Kong towards fashion publishing, and to make corresponding recommendations on traditional fashion publishing.