

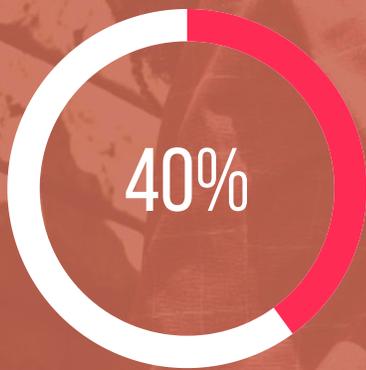


THE FASHION FANDOM IS EXPLODING ON TIKTOK RIGHT NOW:

HOW CAN BRANDS TAP INTO IT?



YOU MIGHT'VE THOUGHT THE BEST TIME FOR FASHION BRANDS TO BE ON TIKTOK WAS LAST YEAR, BUT FASHION CONTENT IS ACTUALLY SEEING THE FASTEST GROWTH RIGHT NOW.



Gen Z accounts for 40% of global consumers.
60% of TikTok's 689 million users are Gen Z.
And with TikTok introducing a number of new shopping features, how can fashion brands make sure they're at the forefront of what's set to be the next big social commerce platform?



60% OF TIKTOK'S 689 MILLION USERS ARE GEN Z.



In our latest Fanbytes report, we share some of the key insights, tips and considerations for brand-side fashion marketers seeking to tap into the fashion fandom on TikTok.

Specifically, you'll get:

- An undeniable understanding that TikTok is the future for fashion brands.
- How Fanbytes can help your brand tap into Gen Z culture and trends like a pro.
- A knack for analysing viral TikTok trends and knowing how users inherently think and behave.
- An exclusive insider look into Fanbytes' state-of-the-art TikTok analytics tool and viral alerting system that helps us predict the future by identifying upcoming trends.

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WHO ARE FANBYTES?

Fanbytes is widely recognised for creating successful Gen Z social and influencer strategies for fashion brands such as Vestiaire Collective, Boohoo & River Island. These brands partner with us so they can capitalise on our expert knowledge of Gen Z and how to engage them on social media.

Fanbytes has been featured in the likes of BBC, Forbes, and Bloomberg for “Leading the charge for Gen Z and millennial marketing” and are responsible for launching the first ever TikTok influencer beauty brand, **Gloss Twins**.

With Gen Z at the heart of what we do, we understand the core principles behind their consumer behaviour and what it really takes to win the hearts; transforming them from passive consumers to loyal customers and ultimately, enthusiastic brand ambassadors.

This guide provides fashion brands with valuable insights collected from our experience running 1,000+ successful Gen Z campaigns and from our time studying Gen Z behaviour on social media.

HOW WE GATHER OUR INSIGHTS

We're not the only influencer marketing agency out there, but we are the best when it comes to TikTok. We are the only agency that has unparalleled access to TikTok influencer data to inform our clients' strategies, so that we can give you back control.

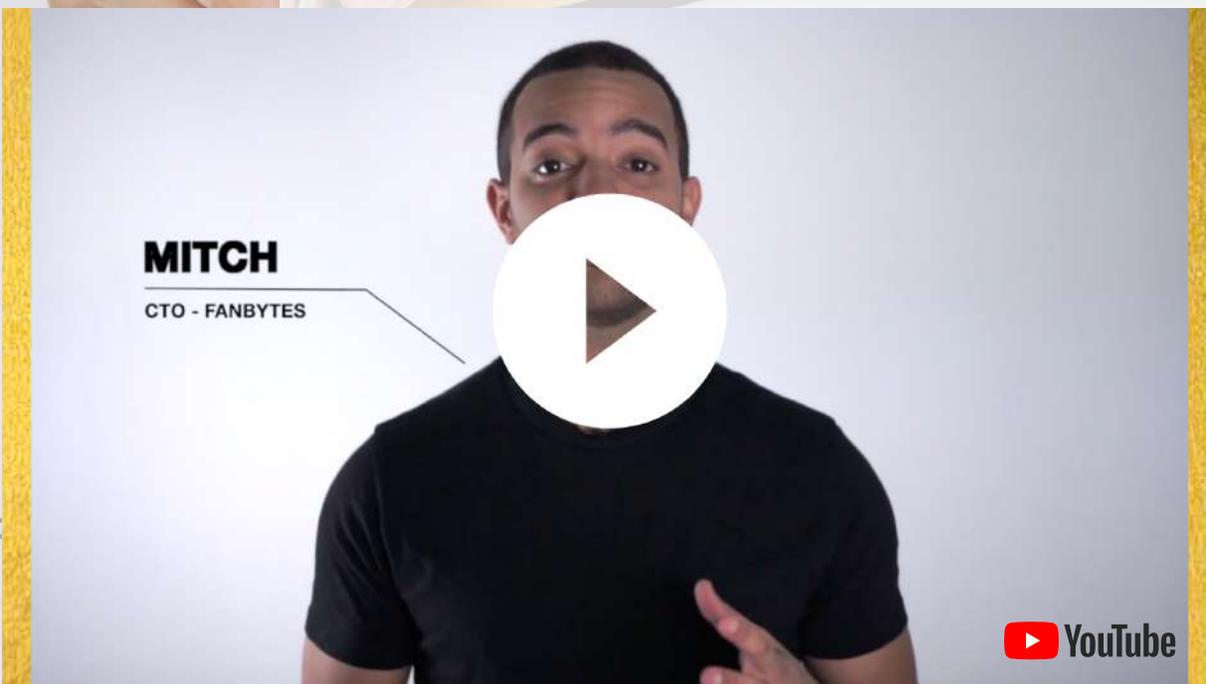
Our industry-leading TikTok analytics tool gives us access to the beast of TikTok's operation; it's brain. This in-house tool is a one of a kind model that has enabled us to assemble the exclusive insights explored within this report.

At Fanbytes, we know how difficult it can be to understand how consumers think at all times, especially when things are always rapidly evolving. Bytesights delivers the insights that enable brands to take one step closer towards this knowledge so that we can supercharge your campaigns and refine your messaging.

With this data, we can successfully analyse hashtags and content from various different niches, and create comprehensive reports on the overall performance of the term. From the number of videos created on the term, the most popular creators utilising the term, to the music and sounds that are frequently accompanied with it. What's more, this data helps us identify and predict trends before they even happen, making it our own little time machine.

Ultimately, we are going beyond surface-level metrics and mediocre measures of impact to ensure that your campaigns are met with end to end optimisation.

For more on our tool, check out a message from our CTO, Mitch:



"The fact that we have been able to work with Fanbytes for over a year and really drive growth for our app from under 150,000 users a day to over 500,000 users a day is incredible. And they were able to drive not only direct attributed traffic but also increase our organics tremendously. Working with Fanbytes has been a huge benefit for our app and I don't think our growth will be anywhere near where we are today without them."

Joe Wagner - Plato



GEN Z HAVE A SPENDING POWER OF OVER \$140 BILLION

Gen Z accounts for **40% of global consumers**: so it's clear that retailers and brands need to invest in understanding how this generation consumes, even if it means disrupting traditional blueprints. Their buying power is \$44 billion and expands to \$600 billion when considering the influence they have on their parents' spending. (**SOURCE**) Do not underestimate their power and influence.

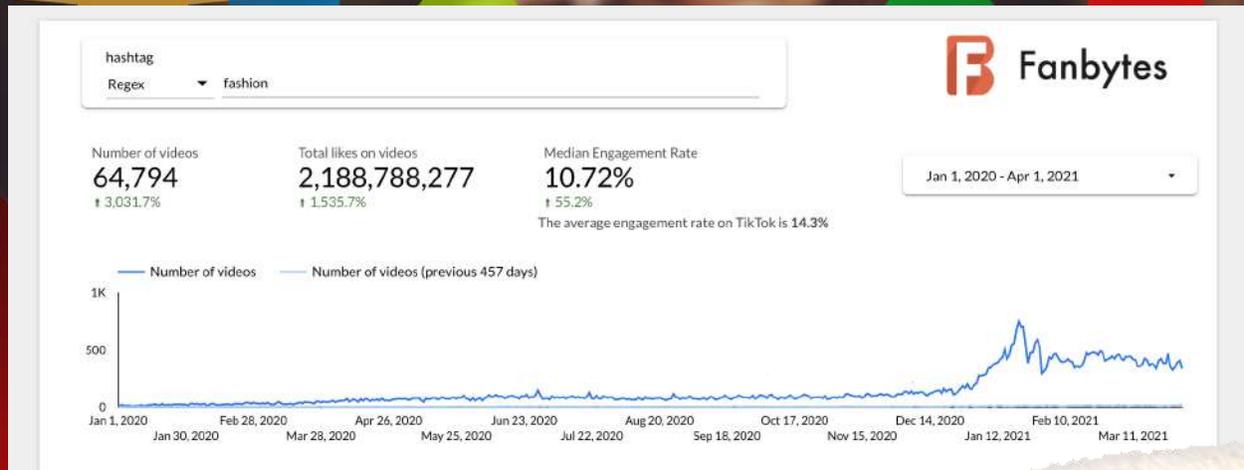
60% of TikTok users are Gen Z. This platform feels like home to this generation. It's where they play, learn, explore and engage. And it's where they feel they can be themselves, casual and authentic. It's all about having fun and showcasing a passion for life. One Gen Z TikToker told BuzzFeed this year, "I have a following of people who think I'm funny and somewhat attractive and it's helped me get through thinking I'm not worth anything." (**SOURCE**)



TIKTOK COULD BE THE NEW ROUTE TO PURCHASE OPPORTUNITY

TikTok is poised to be the next big social commerce platform thanks to the rollout of several **new shopping features** such as 'link in bio', the ability to connect social profiles, and TikTok LIVE. The platform has also **partnered with Shopify on social commerce**, which allows Shopify merchants to create, run and optimize their TikTok marketing campaigns directly from the Shopify dashboard. Brands need to intelligently select their creatives and creators based on their type of brand. With so many communities to tap into in the fashion category, including e-boy/ e-girl, soft girl, y2k lovers and Chinese street style fashion, there is no excuse. Now is the time to take TikTok by storm.

There's a place for every fashion brand on TikTok, especially if the content is eye-catching, immersive and outright beautiful. It was the most popular overall App downloaded globally in 2020 (**SOURCE**) and customers have now spent \$50 million on TikTok purchases. (**SOURCE**) Be a part of that \$50 million and upgrade your marketing strategy to TikTok today. Keep reading to find out how.



BYTESIGHTS SHOWS A 3031% INCREASE IN FASHION CONTENT CREATED SINCE JANUARY 2020

Fashion is moving away from static imagery to content that embodies movement and joy. Less importance is placed on looking 'perfect', and people are now keeping it real and relatable on TikTok. Young people find more relatability with influencers on TikTok whereas on Instagram, influencers tend to portray a more polished and aspirational lifestyle.

#tiktokfashion has 13.5 billion views, while fashion is in users' top five themes to explore. The platform has a highly style-conscious user base, with multiple TikTok hashtag challenges having a fashion element to them. Fashion ads blend effectively on the platform with users able to savvily click directly through to a store from the ad. There's even the option to shop for products without leaving the app when brands run sponsored hashtag challenges. Think **Gucci's model challenge** with **251.7m views**, where young TikTokers created outfits from their signature muted colour palette and aesthetic.



THE COMMUNITIES WITHIN FASHION ON TIKTOK

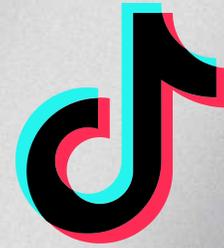
"FASHION EXISTS IN VARIOUS FORMS ON TIKTOK."

- SUSTAINABILITY ON TIKTOK
- FAST FASHION ON TIKTOK
- LUXURY FASHION ON TIKTOK

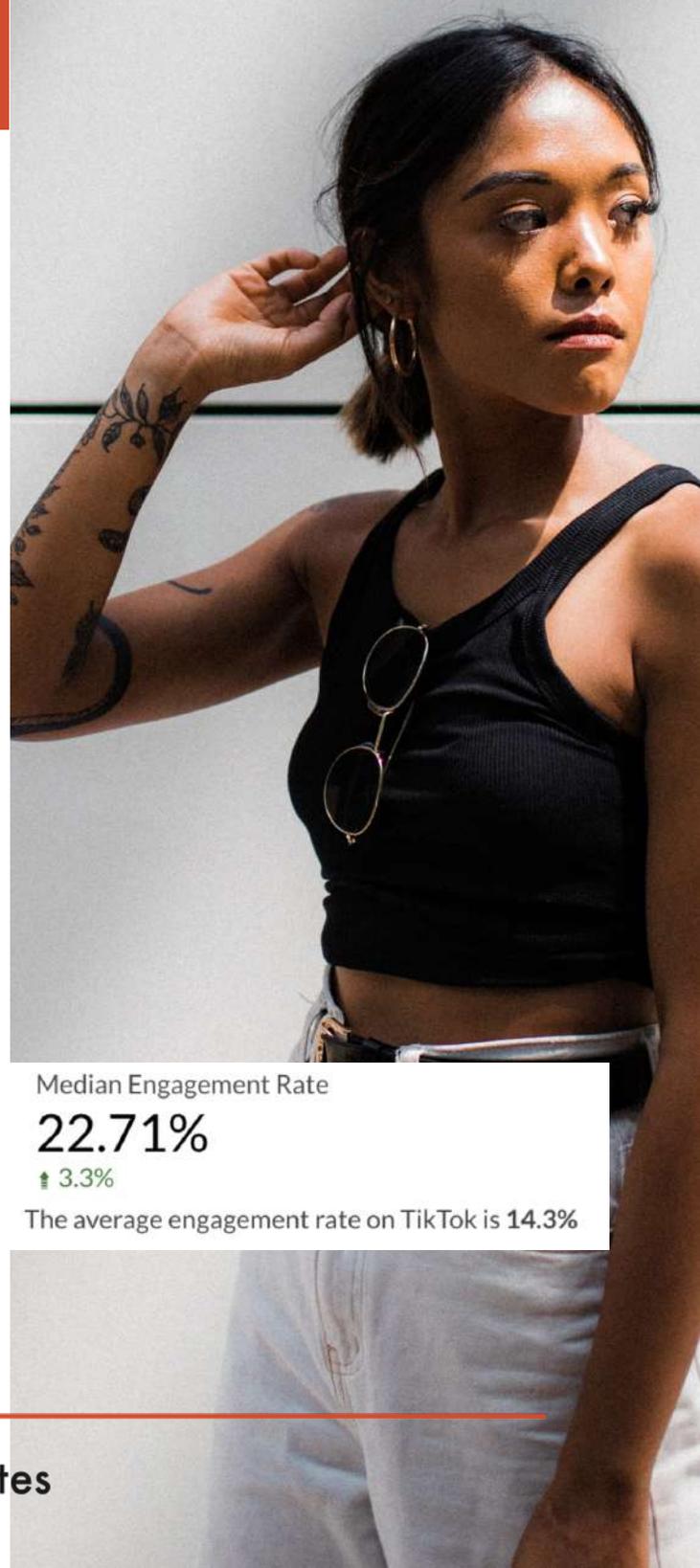
SUSTAINABILITY ON TIKTOK

- [ThredUP's 2020 report](#) revealed the secondhand market is set to hit \$64billion in the next five years, ultimately outpacing fast fashion by 2029 – and it's Gen Z and millennials who are adopting second hand faster than any other age group.
- "[The State of Consumer Spending: Gen Z Shoppers Demand Sustainable Retail](#)," report notes that 62% of Gen Z, who will begin entering the workforce this year, prefer to buy from sustainable brands, on par with our findings for Millennials.
- Gen Z is spearheading the resurgence of second-hand culture, especially within the clothing sector with 93% of [Depop](#) users are under 29-years-old, with 55% between the ages of 10 and 19 ([SOURCE](#)). The peer-to-peer social shopping app is the poster child for the way Gen Z wants to consume; community-led, peer-to-peer and sustainably-oriented.

SUSTAINABILITY ON TIKTOK



- TikTok has recently revealed a more serious side to the platform, with plans to use \$15m to commission hundreds of experts and institutions to produce educational content for the platform. By highlighting important issues, educating their users, and tackling misinformation, the sustainability and wellness space has also increased in popularity and cemented TikTok's presence.
- We saw the rise of TikTok's #cottagecore aesthetic in 2020 which is rooted in sustainability and DIY. This trend led to a 900% increase in searches for the term on Depop when the trend was at its peak, showing TikTok has significant influence on their choices.
- We are currently seeing an astounding 22.71% engagement rate on cottagecore-related content which is 58.7% higher than the 14.3% average engagement rate on TikTok.



Median Engagement Rate

22.71%

↑ 3.3%

The average engagement rate on TikTok is 14.3%

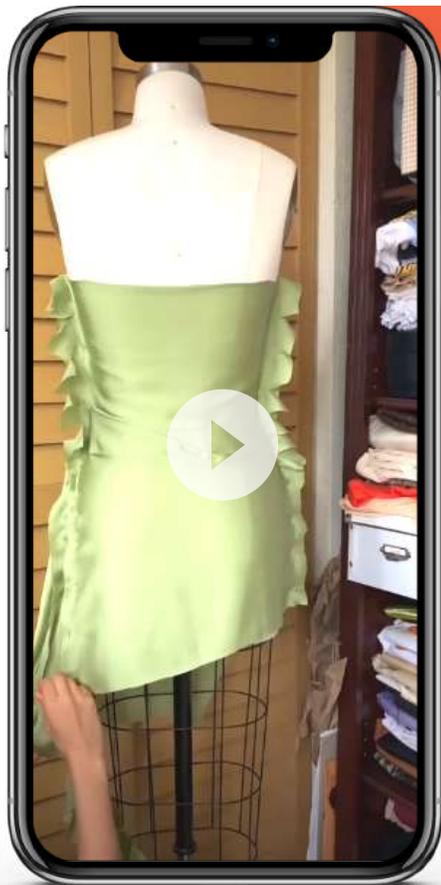
SUSTAINABILITY ON TIKTOK



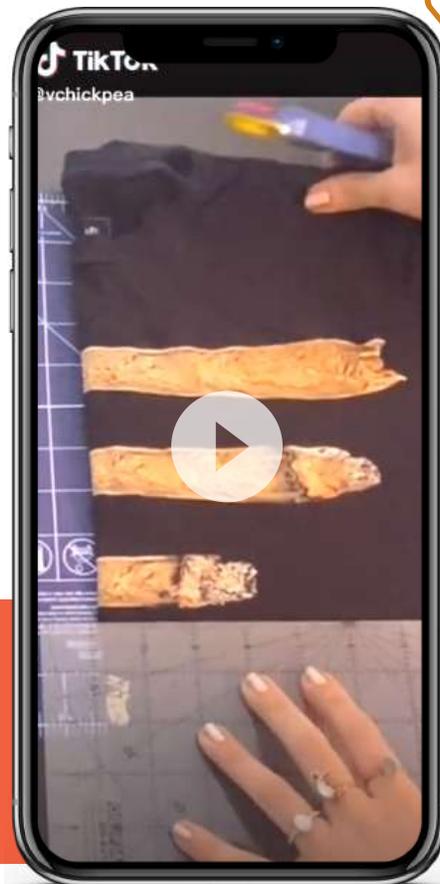
- From March 2020 until April 2021, we have seen a massive 275% increase in the engagement rate on [#sustainablefashion](#) related content on TikTok, indicating that interest amongst Gen Z and on TikTok is on the rise.
- [@andagainco](#), “The world’s most sustainable, luxury fashion label,” and New York-based company, posts behind-the-scenes videos on how they create their sustainable garments. What’s luring Gen Z in is this style of hyper-engaging, transparent and inspiring content and the fact that the brand uses deadstock fabric scraps and zero waste to create beautiful, thoughtful collections.

Fanbytes Picks

Our favourite sustainability content:



 24.9M VIEWS
 2.9M LIKES



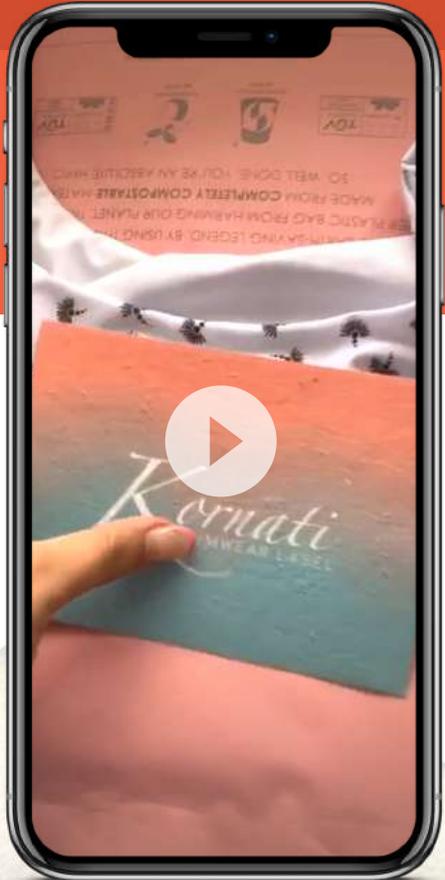
Why it works

TikTok is synonymous with 'wholesome', unedited and raw content. This is why 'behind-the-scenes', how-to's and hack style videos lend itself perfectly to the platform. Both of these videos provide insight into how to transform fabric or a piece of clothing into something beautiful and exciting, all in the name of sustainability. This is a common content format amongst viral sustainability content.

 5.2M VIEWS
 1.1M LIKES

Why it works

The success of this sustainable small businesses video is just testament to the power of TikTok on brand awareness. The comments indicate that users are interested in shopping with more sustainable brands, if they know about them and their initiatives.



6.2M VIEWS



1.2M LIKES



tortilla

this is the kind of thing that would make me choose one company over another, too bad I'm in Europe 😊



31.3K

2020-10-30 Reply



kornatiswim · Creator

We ship worldwide girl!! Xx



9343

2020-10-31 Reply

View more replies (29) ▾

Top sustainability hashtags

(April 2020- April 2021)

#sustainablefashion

873.2M Views

ER: 11.24%

(276% increase from April 2020)



#sustainablestreetwear

9.8M Views

ER: 14.39%

#ethicalfashion

62M Views

ER: 15.15%

(59.6% increase from April 2020)





FAST FASHION ON TIKTOK

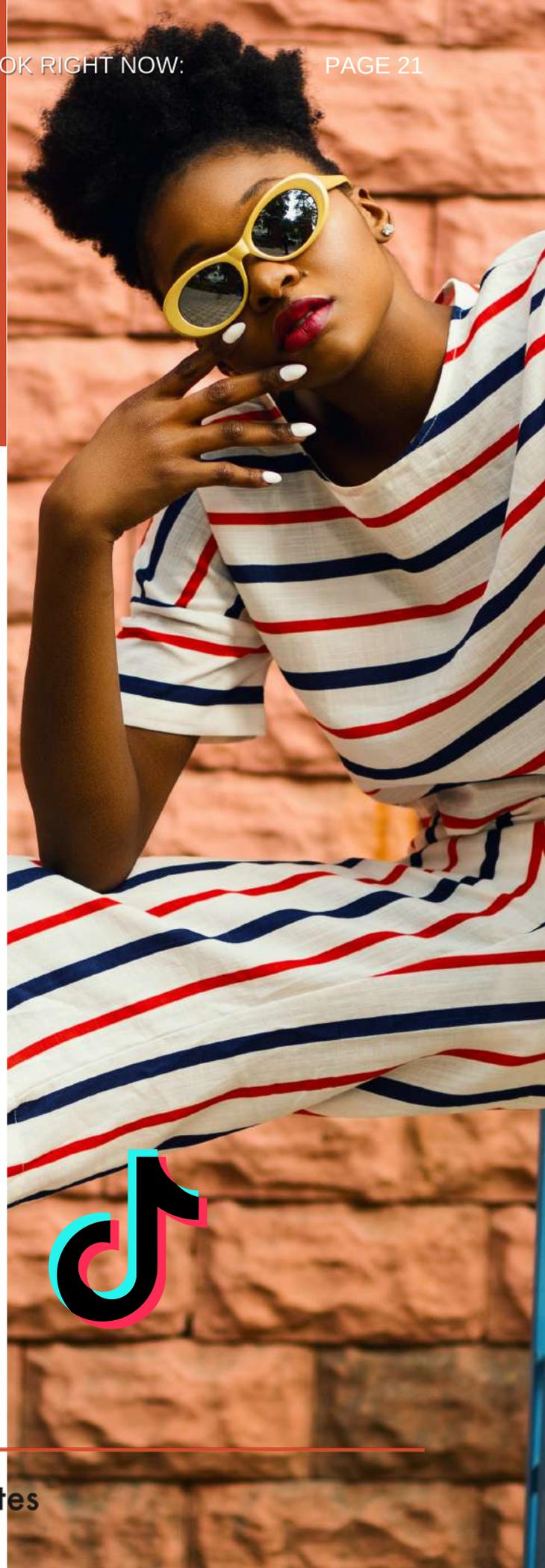


**IF GEN Z KILLED
FAST FASHION,
WHY IS IT STILL
BOOMING?**

- Even though Gen Z talks a lot about social responsibility when it comes to fashion, many still have an inclination towards affordable, fast-fashion. The recent TikTok boom is adding fuel to that fire.
- Youth culture authority Dazed Digital asks a poignant question “If Gen Z killed fast fashion, why is it still booming?” noting that while multiple retailers including Arcadia and Forever21 have either gone into administration or filed for bankruptcy, “consumers have simply upped sticks and headed for even cheaper, faster e-commerce retailers.”
- Gen Z is fully aware of the downfalls of fast fashion consumption but when it boils down to it, there’s still a need and want for cheap clothes. This cohort feels okay knowing this, and tries to balance out their purchases by doing good in the world - think recycling and eating less meat.

FAST FASHION ON TIKTOK

- In spite of allegations about unsafe and unfair working conditions in its Leicester supplier factories, Boohoo's sales increased by 45% between February and August 2020, during peak pandemic, with the number of shoppers rising by around a third, to 17.4 million.
- During this time, internet searches for "cheap clothes" went up 46%, while Missguided saw sales of its loungewear climb 700%, and people were more likely to search for clothing that cost under £5.
- Fast fashion lends itself well to TikTok. It's fast fashion brands like Fashion Nova, Pretty Little Things and Shein that are doing well on the platform. With millions of followers and regular, engaging posts, these companies are turning likes into purchases.
- **Fast fashion retailer Pretty Little Thing is creating a trusted community of customers on TikTok, with 1.4 million followers.**



FAST FASHION ON TIKTOK

What key things have they done well?

- Tapping into viral fashion trends and sounds.
- Raising awareness on socio-political issues that matter to Gen Z.
- Embracing y2k fashion.
- Sharing behind the scenes footage.
- Positioning themselves as aspirational and celebrating body positivity and inclusivity.
- Sharing easy and cool clothing hacks.
- Engaging and responding to their fan community.
- Partnering with popular TikTok content creators that fit their brand.
- Launching giveaways.

B Fanbytes Picks

Our favourite fast fashion content:



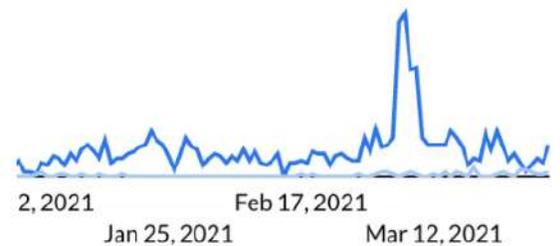
👁️ 20.7M VIEWS
❤️ 4.9M LIKES



👁️ 7.6M VIEWS
❤️ 2M LIKES

Why it works

Since TikTok launched their [#LearnOnTikTok](#) initiative in June 2020, it has since been viewed 88.1 billion times and [#fashiontips](#) has been viewed over 1.4 billion times, indicating an increasing appetite for styling videos and hacks. We even saw a huge increase in videos and engagement during early March when Paris Women's Fashion Week was ongoing.



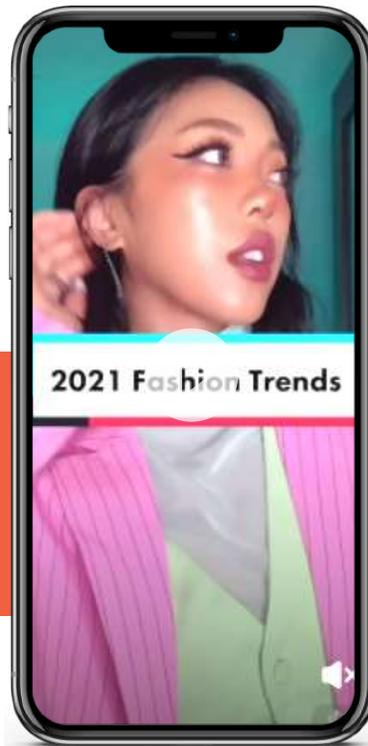
The creators in the examples above have capitalised on this interest and have been able to hone in and own their niche (styling videos) which has driven them over 4 million followers combined. Brands can follow in the same footsteps - by becoming a 'thought leader' or positioning yourself as an expert in this way, you are increasing your chances of user loyalty and encouraging them to come back to your profile.

Fanbytes Picks

Our favourite fast fashion content:



 1.6M VIEWS
 554.3K LIKES



 2.6M VIEWS
 600.4K LIKES



Why it works

A common thread amongst the above viral fast-fashion content on TikTok are hauls, combined with snappy, 'wow-factor' transitions. Despite Youtube being known as 'home to the first ever fashion hauls', Gen Z have opted for TikTok to satisfy their short attention spans. Swapping long-winded 10+ minute videos on Youtube with 1 minute snappy reviews on TikTok, users are able to get their fix of fashion inspiration before scrolling onto their next video.

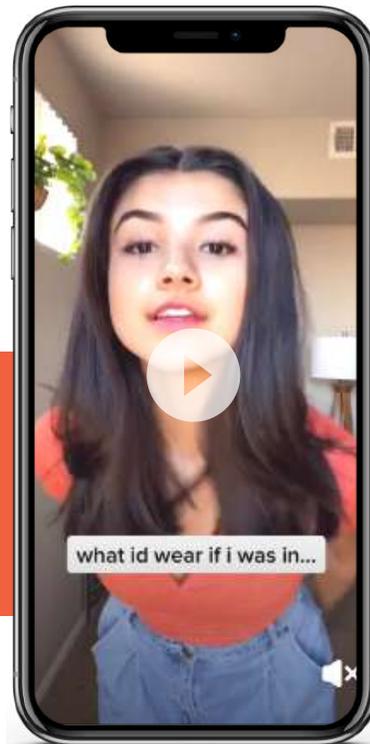
It's also worth noting that #haul and related hashtags have seen an increase of 28.9% since January 2021. With lockdown easing in the UK, and users looking to TikTok for fashion inspiration for their spring/summer plans, right now is the time to activate.

Fanbytes Picks

Our favourite fast fashion content:



3.5M VIEWS
584.5K LIKES



8.6M VIEWS
1.5M LIKES

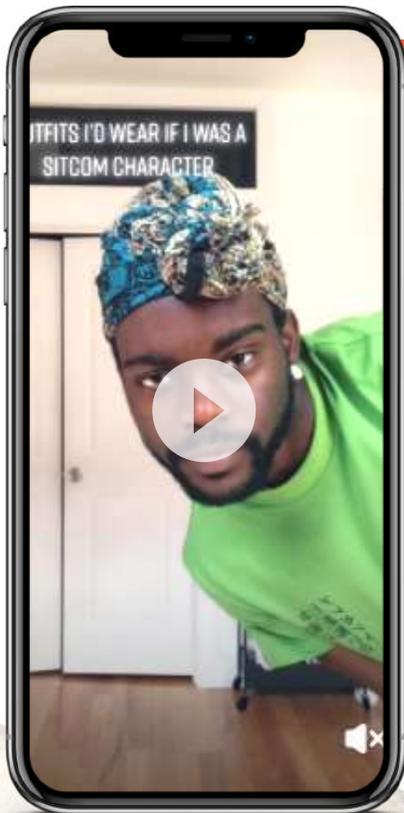
Why it works

We are seeing creators tailor to various different body types and tastes. Gen Z are the most inclusive generation to date who want to celebrate people's differences and trust that TikTok creators will provide. We're also seeing these inclusive fashion tastes reflected in viral hashtag [#fashionedit](#), which encourages users to share their 'glow up' transformations - a lot of whom utilise the trend to celebrate their cultural styles and champion their heritage by dressing in their traditional attire.

Most Gen Zers (63 percent) prefer to see real people in ads, and are looking to purchase from brands who align with their values. As a fashion brand, you will need to consider what inclusivity means to Gen Z.

Fanbytes Picks

Our favourite fast fashion content:



 586.6K VIEWS

 162.5K LIKES

Why it works

Most recently, as a result of the red carpet on pause, we've seen an increase of TV/ film-inspired clothing, with users re-creating fashion looks of infamous characters. This shift in culture paved the way for viral trends such as the [#whatidwear](#) (4 billion views), where users imagine what they would wear if they were in popular films or TV shows, as well as the [#cartooncharacter](#) (2.9 billion views) trend where users dress up as 'cartoon characters'.

These trends exploded and we predict that it'll continue to be a staple format for TikTok fashion creators, as well as brands.

Top sustainability hashtags

(April 2020- April 2021)

#fashionedit	3.1 Billion Views	ER: 15.07%
#fashion101	3.5 Billion Views	ER: 12.98%



LUXURY FASHION ON TIKTOK

**GUCCI, DIOR, MONCLER,
BALENCIAGA ARE ALL ON
TIKTOK. WHY AREN'T
YOU?"**

- Gen Z accounts for nearly 50% of Gucci's total sales, and Millennials and Gen Z will account for 45% of the luxury market in 2045, representing a 130% growth opportunity. Now read that again. One more time.
- If you're a luxury brand still wary of focusing efforts towards this generation it's time to rethink future strategies. Gen Z, whether they're from wealthy families or not, are saving up to buy the latest cult street and luxury wear, as soon as they drop.
- Gen Z have a 'now, now, now' approach to luxury and are happy to wait hours in a physical or digital queue to get their hands on the most exclusive apparel and accessories.
- Luxury brands, such as Gucci, Dior, Moncler and Balenciaga have dominated TikTok having had to reinvent themselves years ago in preparation to engage this younger, more discerning generation.
- "TikTok stands out among marketers mostly because of its audience and the informal relationship between users and brands," says Jonathan Treiber, CEO & Chief Problem Solver at RevTrax.



GUCCI.. A TIKTOK SUCCESS STORY

One negative consequence of social media is overexposure. How can a product retain its magic and allure if the customer has seen it and over and over again? Utilising social media continues to polarise luxury brands due to it “redefining the balance of desirability”. Brands have to find clever ways of navigating the ubiquity of luxury on social media and embrace accessibility, whilst at the same time avoiding becoming mundane. It’s a difficult thing to get right, however, there is one brand doing this very well...Gucci.

- Although profits dwindled in Q4 2020, it’s important to highlight how much return they saw by revamping their strategy to engage the younger generation.
- Between 2014 and 2019, Gucci sales increased by 2.75x, while earnings grew by 3.84x, hitting about €4 billion in 2019.
- “the brand has delivered one of most incredible turnarounds in the history of the modern luxury goods industry, multiplying its financial contribution many times over to parent company Kering”.
- Gucci was an early adopter of meme culture and quickly aligned itself with the way consumers communicate through social media.
- They tapped into an organic viral trend poking fun at the stereotypical look of a Gucci model, and their #guccimodelchallenge drove an astounding 252.7 million views.
- In responding and becoming a part of this conversation, they broke down the barrier and stigma of exclusivity and ‘snobbery’ that is usually attached to luxury brands and humanised their brand. This self-deprecating humour that Gen Z love enabled them to become an insider on the platform, alternatively to an outsider looking in.
- They capitalised on this trend by taking that storyline and extending across new content ideas which performed exceptionally well.
- Millennials and Gen Z value inclusivity and expect luxury brands to be accessible in their outlook. So, when it comes to heritage, cut the crap – Gen Z will see through it –use humour to come down to earth and allow everyone access to your brand.

Accessible luxury can still be exclusive. Coming down to the young consumer’s (social) level doesn’t necessarily mean cheapening the brand.

Fanbytes Picks

Our favourite fast fashion content:

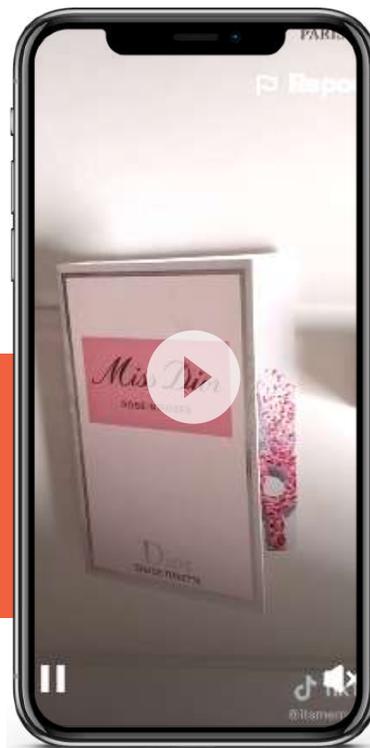


2.3M VIEWS
268.1K LIKES

Why it works

Amongst luxury content on TikTok, [#unboxing](#) (11.9 billion views) seems to work extremely well. Users are enjoying the aesthetic value of the beautiful unboxing of these videos and some users have commented that, through these videos, they are able to “live vicariously through the creators to experience the luxury lifestyle”.

TikTok users have even been going viral for unboxing the cheapest items from luxury brands like Chanel and Dior. Gen Z want to experience luxury brands, and typically have to buy the cheaper items as a way in.



4M VIEWS
544.1K LIKES



HIP HOP & LUXURY FASHION ARE UNLIKELY BEST FRIENDS

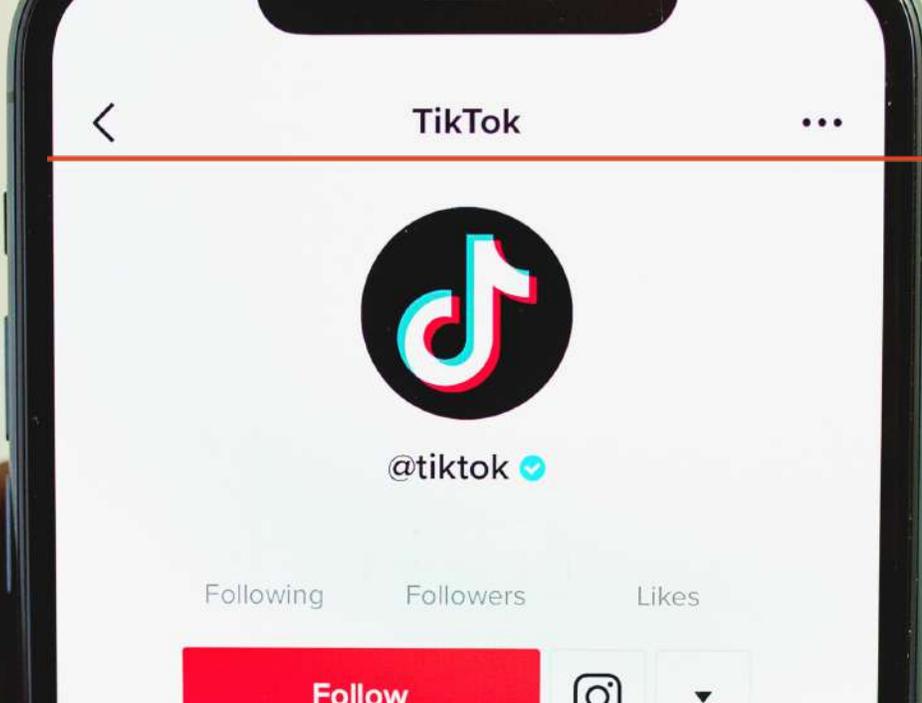
Hip hop is extremely popular on TikTok, propelling hits like 14x platinum-certified 'Old Town Road' Lil Nas X, 'Savage' by Megan Thee Stallion (and the remix, ft. Beyonce), 'Say So' by Doja Cat...the list goes on.

- Hip hop is an important trend for luxury brands to hop on, because this music naturally brings up luxury brands as part of fun, braggart lyrics intended to show off the artist's wealth. The song 'Fashion Killa' by A\$AP Rocky is the ultimate example: referencing Prada, D&G, Balenciaga, Escada, Helmut Lang, Alexander Wang, DKNY and Jean Paul Gaultier in Verse 1 alone.
- The storytelling in hip hop is what many Gen Z'ers find aspirational and desirable, so when they hear their favourite artist talking about this new brand of jeans they're wearing, or a hat they recently bought from Gucci, the listener's perception becomes "once I have that item, I'll be successful." That's why users blindly support and buy brands shouted out by artists. It's relevant to their own desires, the industry, and the image being portrayed by the artist.
- You can succeed by combining this perspective with TikTok, a platform that is entirely centred around music. Not only can TikTok drive conversions for your luxury brand, but it also poses the possibility for virality for the artist.

Top luxury fashion hashtags

(April 2020- April 2021)

#designerfashion	31.2 Million Views	ER: 11.24%
#luxuryfashion	35.5 Million Views	ER: 9.9%



CONCLUSION

- TikTok is a platform not to be ignored. With the right guidance on how to best strategise this social network, your brand can win over its 689 million international users.
- Understand that you don't have to be the creator of hashtag challenges to succeed on TikTok. Users are probably better at it anyway and you can easily get involved with the capacity to go viral if your entry innovates and engages.
- Don't be afraid of 60-second time limits on your posts. Instead, approach this as a positive and be inspired by having to make content that cuts to the chase.
- Know that both fast fashion and luxury can translate beautifully on TikTok. Fashion brands do have a place on the platform. It's simply imperative that it's done with the right intention and executed in a way that feels raw, real and fun.



Fanbytes are working with lots of global brands, helping them to create and deliver award winning TikTok strategies with blockbuster results. We would love to discuss how we can help your brand with the following strategies:

- **Account growth**
- **Native content**
- **Creating bespoke content to drive e-commerce.**

To book in your 30 minute session for fashion brands, send an email to hello@fanbytes.co.uk.

In this session, you'll receive:

- Suggestions from our dedicated fashion team on how you could build or optimise a TikTok strategy that will help you win the hearts of Gen Z.
- An overview of how we use our Bytesights tool to gather insights, predict trends and inform strategy for our brand partners.
- A competitor analysis to see what others are doing in your space and what it is your brand is up against!

These slots are limited and will be considered on a first come, first served basis. All you have to do is email us and answer a few questions about your brand. If you're keen to get TikTok-ready, send us an email to the address below:

hello@fanbytes.co.uk

THE NEXT STEPS

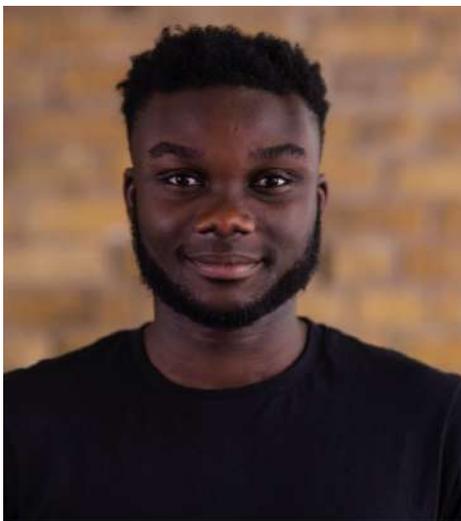
EXPLORE FANBYTES ACADEMY



[ByteChat: The Evolution Of Fashion On TikTok - Fanbytes](#)



[The Rise Of Fashion & Beauty on TikTok in 2020 and Predictions for 2021](#)



FREE STRATEGY LESSON

Ready to take your brand to the next level?
Get a specific strategy tailored for your brand from our team of social media experts.

LET'S TALK STRATEGY!

WHAT BRANDS ARE SAYING ABOUT FANBYTES



"Partnering with Fanbytes has given us expert authentic knowledge and insight as well as opening up engaged and relevant audiences we would not have had access to otherwise"



"If there is anyone that knows about TikTok, it's the guys at Fanbytes. Their insights into what trends on the platform is very powerful!"





To get one step ahead of TikTok for your fashion brand, get in touch with Fanbytes to see exactly how we can help.

**Drop us an email at hello@fanbytes.co.uk
We would be happy to help you!**