# How TikTok is reshaping fashion trends and the challenges it brings



TikTok’s influence on fashion continues to reshape how trends emerge, evolve, and vanish, addressing a phenomenon that has grown over the past several years. Originating from the platform’s rapid dissemination of style aesthetics, known as “cores,” TikTok has brought about a new paradigm in fashion trends, characterised by swift viral moments and constantly changing tastes.

According to content creator and stylist Chani Ra, TikTok has fundamentally introduced a third category of trends beyond the traditional fashion cycle. “Before TikTok, there were two kinds of trends: The pieces or references considered of-the-moment in fashion circles and then the ones that filter out to the masses a couple of years after the fact and become a part of the norm. TikTok has added a third category: online trends,” she explained in an interview with Hypebae.

The year 2022 was notably called the “year of the core” because of the abundance of core-based fashion trends that dominated social media feeds and public attention. While 2023 saw a deceleration in new core trends, it also witnessed the emergence of fresh and sometimes whimsical labels like Tomato Girl Summer and the Clean Girl aesthetic. While these internet-driven fashion waves have empowered online creators and emerging brands, they have also led to challenges associated with the rapid turnover of trends.

Sonika Phakey, social strategy director and former TikTok Strategic Partnerships Manager, pointed to the pandemic’s role in accelerating these fast-moving digital fashion cycles. “The increased churn of digitally native fashion trends was driven by the pandemic and increased time being spent on platforms like TikTok, coupled with a decrease in trend stimulus from other media such as film and music, as the world was still returning to business as usual,” she commented. She added that trends such as #cottagecore and #goblincore captivated audiences with their catchy names and elaborate aesthetics during this period spent predominantly online.

This rapid trend evolution has exposed three key issues. First, the accelerated lifecycle of fashion items tied to these trends leads to increased waste and prioritises less sustainable consumption patterns. Viral products sell out almost overnight and are quickly discarded for the next big idea. Chani Ra remarked on the frantic pace, noting, “These fast-paced digital trends became a circus at one point, and you could see people trying to outdo each other in real time, coming out with these new labels like ‘strawberry girl’ when in reality, looks and subcultures that move culture take time to be recognised by a name.”

The second challenge is the loss of cultural context. Many viral trends gloss over the origins and broader significance of their inspirations. For example, mesh slippers have roots in early Chinese culture, so-called “Scandi scarves” trace back to traditional South Asian dress, and the “#tradwife” aesthetic, which circulates online, simplifies a complex and controversial historical narrative. Chani highlighted, “The kids want to fast-track the process and while I am all for experimentation, it lacks soul. The trend cycle has slowed down, ironically meaning high-speed micro trends couldn’t even keep up with themselves.”

Moreover, the notion of “personal style,” now promoted as a prevailing trend, risks losing its authenticity because it often amounts to online references derived from other creators, diluting meaningful individuality. Nonetheless, Chani also acknowledges that some creators maintain genuine expression and curiosity in their content, helping their audiences develop a deeper appreciation for fashion.

The third concern is the growing presence of fast fashion fueled by TikTok Shop, where retailers and manufacturers incentivise users to promote and purchase products regardless of quality or sustainability. Phakey remarked on this trend’s persistence, “Whilst I think the cycles are slowing, the impact of micro-trends will live on – the rapid availability of trend-led products from retailers like Shein and Temu means that consumer expectations and need for immediacy are so much higher. Consumers no longer want to be shown anything that can’t be purchased, evidence of which you see in the comments of fashion influencers where followers demand product codes, brand details and links to shop.”

Despite the critiques, TikTok’s role has enhanced the accessibility of fashion information and introduced a new level of engagement among consumers and creators. Phakey observed a silver lining, noting, “I do think micro-trends have, in some ways, put the fun back into fashion, perhaps reminding us of the joy of dressing up and the escapism that fashion can provide.”

In response to the overcrowded and fast-paced digital fashion landscape, Chani Ra has begun offering online personal styling, focusing on helping individuals navigate away from ephemeral trends to explore what truly resonates with their identity and taste. She explained her approach as “drowning out the noise, helping people identify the aspects of fashion that truly make them feel alive and looking at it from an educational perspective.”

As TikTok continues to influence style and consumption patterns in 2024, the fashion world is witnessing an ongoing dialogue about the interplay between rapid viral trends, cultural meaning, sustainability, and personal expression.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.elle.com/fashion/a63424453/tiktok-fashion-impact-explained/> - Corroborates TikTok's role in accelerating viral fashion moments (e.g., Coperni's spray-paint dress) and its transition into a marketing powerhouse influencing brand visibility and consumer behavior.
2. <https://artdevivre.com/articles/how-tiktok-and-gen-z-is-changing-the-fashion-industry/> - Supports the claim about TikTok driving specific trends like minimalist aesthetics and reviving nostalgic items (e.g., Gap hoodies, Birkenstock clogs), illustrating rapid trend shifts.
3. <https://www.tribegroup.co/blog/tiktok-couture> - Validates the shortened trend lifecycle caused by TikTok, detailing how trends now emerge and fade faster than pre-social-media eras.
4. <https://tower.mastersny.org/13452/opinion/conquering-fashion-fomo-how-tiktok-trends-influence-overconsumption/> - Addresses TikTok-driven overconsumption and the environmental impact of fast-fashion cycles linked to viral trends.
5. <https://screenshotmediagroup.com/insights/fashion/gen-z-tiktok-fashion-trends-discovery/> - Highlights Gen Z's reliance on TikTok for community-driven fashion discovery and the shift away from Instagram for trend adoption.
6. <https://www.elle.com/fashion/a63424453/tiktok-fashion-impact-explained/> - Additional reference to TikTok's influence on designer strategies and the potential impact of a U.S. ban on fashion marketing dynamics.
7. <https://news.google.com/rss/articles/CBMihwFBVV95cUxOdFZESWlRWENrcUttRkV0d2lsNU93Z0ctX2F1TVh4SmVSN1RXY0MyWjRXczJnc1h2TUo4VXI1TlJqUHdkT0s0bTBHbWtVMFMtSl9ESWRRbWlCbFM0OS0zbzhxSHVvMjlUNjZLaWFDTUNaQVhGaVpZeXFGeTVNV3dfVTJXWHVXNDg?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data