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## **STYLE DEVELOPMENT IN THE AGE OF INSTAGRAM**

In the Instagram age, the style of many people has changed radically. Of course, fashion changes without the help of social networks, but as soon as Instagram appeared, each user had fashion in the palm of his hand. Indeed, on Instagram the most important thing is a photo or a picture, and everyone is trying to make it as attractive as possible.

Firstly, the usual photos from life were posted on Instagram and photos that were made in haste. But soon, this social network became so popular and well-edited that better photos began to be displayed. And since the appearance on Instagram is the main tool, it began to change clothes and styles. For example, until recently, fur vests and fur coats were the main attribute of fashionistas on Instagram. But today in the photo you can see girls in light trench coats, oversized sweaters and boot cut jeans [2].

Fashion is cyclical and each has his own style. But thanks to the Instagram, many are ready to completely change their wardrobe. On the open spaces of the social network, the so-called instabloggers have appeared. They dictate a lot of trends with their appearance. And there are bloggers who deal exclusively with style. They select images, criticize the styles of subscribers and decide what suits them [1].

Some bloggers even specifically buy clothes to create an image for a photo. Many of them make a selection of images that can be created from second-hand items. This proves that you can dress stylishly without spending a lot of money. It is very convenient to develop a sense of style in the era of the Internet and Instagram.

It is very interesting, by opening the Instagram feedback, to look at the styles and images of other people, to track fashionable new items and where you can buy them.

Thanks to Instagram, the whole assortment of clothes became fully known, and even those who were not interested in style involuntarily began to look closely at their appearance.

Thanks to the Internet, and in particular Instagram, we became aware of new names of female and male assortment: hoody, bomber jacket, sweatshirt. About 10 years ago no one even knew about this, even if all this was on sale. Previously, these things were called “sweaters”. And culottes, cargo, boyfriends were just “pants”. Now, on Instagram, every fashionista is simply obliged to show off a novelty [3].

On Instagram, pages of the so-called “stylish coaches” have become popular, which quickly teach about trends and which types of clothes can suit you. Style is an opportunity to express oneself as a person. And if many people ignore this rule, then on Instagram there is no way for that.

The main thing to remember is that fashion and style are different things. Many confuse this. There are fashion trends that won't suit any person, but he must have his own style. Thanks to Instagram anyone can find, think up and create his own style. They can copy or borrow images from idols or just see who is wearing what [2].

Style continues to evolve. Thanks to Instagram, not only fashionistas, but anyone can explore and develop their style. If you look great, it is very well reflected in the appearance. Many can be inspired and create their own styles [3].

In conclusion, since the Instagram is accessible to everyone, this means that absolutely anyone can develop his style anywhere in the world, and also immediately share their image. Instagram develops taste and helps to be different from the majority. Anyone can be stylish. Any stylist on Instagram will tell you that. They learned to earn on people's interest. Everyone can turn to a “specialist” and immediately choose the best. But this does not always help, since they mainly offer

trends that do not always suit everyone. Because of this, many do not look quite appropriate and beautiful. And some dramatically change their style, simply because they see it in bright photos in the Instagram feedbacks.

#### REFERENCES

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