

# THE NEW APP TAKING OVER THE FASHION WORLD

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If you were to ask your fashion-forward friend where they get fashion inspiration from a few months ago, they most likely would have said Instagram, Pinterest or YouTube. Although, there is an unexpected new app taking the place of these long time loved platforms: TikTok. What once was a place for Charli D'Amelio dances and POV videos has now been infiltrated by the fashion community … in the best way possible. TikTok influencers have utilized their good editing skills to put together dynamic clothing hauls and entertaining everyday #OOTD's for their viewers. This new outlet for fashion gurus is a much more engaging and multi-dimensional way for them to interact with their thousands of followers.

Some popular fashion influencers have made their start on Instagram or YouTube and migrated their content over to TikTok, while others have completely amassed their fan base through TikTok. Chriselle Lim (@ ChriselleLim), who first made her name on YouTube, has wholly embraced the new platform with more than two million followers. She often uses her 60-second videos to take on fashion challenges such as the "one-minute outfit challenge," where she scurries around her closet to put together a street style ready outfit in just under a minute. On the other hand, TikToker @Andoej has completely built her following just from the app. Her feed is full of videos that range from "Recreating Kendall Jenner's Iconic Look" and "Dressing In Harry Styles Inspired Outfits" to more niche and comedic videos.

So, next time you are out of outfit inspiration from your Pinterest or Instagram feeds, head over to your "For You Page" on TikTok for some new ideas to spice up your everyday look. Or, try your hand at making your own tutorials. Who knows—you could be the next influencer on the come-up.