

# The (online) fame game

“Fashion journalist, stylist & photographer. But most of all a pretty bad role model.” And this is just her Instagram description. Suzie Grime (@suzie\_grime) is not one to mince words and that’s what her Instagram followers like about her. **Interview by Elena Reudenbach**

➤ **You’ve now got 7,800 followers. Did you give that number a boost by using #follow4follow?**

I’ve never done anything like that because I consider it pretty foolish to beg for followers in public—that always has a needy feeling to it. I think that so many people have chosen to follow me because I have a funky fashion style and am consistently posting content which has a lot of variety, is visually appealing and funny in one way or another.

**Can you already say that your followers are a fan base?**

Definitely, yes. People have even started to recognize me around Berlin and approach me. Or sent me pictures they painted of me. That is flattering but also pretty crazy—basically I am just a girl with a smartphone whose WiFi is working.

**Some of your pictures show quite a bit of skin and are direct—do you see Instagram as a place for making provocative statements?**

Instagram is always a place for presenting a product, a brand or a person. If you’re talking about presenting yourself, or in other words staging people as a brand, then being provocative is one of the elements which my image consists of. My outfits are also often pretty much over the top—that is my way of rebelling against conventions.

**Is that the main reason brands want to work with you?**

It often happens that labels offer me clothing so that I do a shout-out for them. I only agree to a deal like that if I think the pieces are so cool I would have also bought them myself. You will usually notice a shout-out on my pages if I say thanks for the clothing gift in the caption.

**What have you achieved so far with your social media presence?**

For example, I signed a modeling contract which only happened because somebody had seen my Instagram account. Last month I also hosted the pilot episode of a new fashion format which will hopefully continue as a series. Besides that, because I know my way around microblogging it is good marketing for the kind of jobs I do in real life—after all I seem to have assimilated the style rules for images and textual content on the various communication channels.

## ABOUT SUZIE GRIME:

- A fashion journalist, stylist and photographer from Berlin
- Graduated from the Academy of Fashion & Design, Düsseldorf
- Works as freelancer for different projects
- Runs her own blog: [grime-apparel.com](http://grime-apparel.com)
- Spends most of her time on Instagram: @suzie\_grime

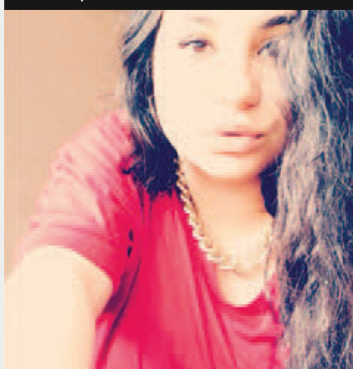


**There are more and more trends appearing through social media.**

**What trends do you see happening online just now?**

If we are talking about fashion and subcultures on the Net, then it’s the club kid scene which I am looking into the most right now. Fashion trends like health goth are part of a larger subculture which you could call today’s club kid movement. Today the Internet is the place where inspiration can be exchanged because the most recent generation of kids were born as digital natives, plain and simple. ↗

## Three questions for... Jaminia Ellaffi



**What social networks do you use, and what for?**

Instagram is definitely my favorite social network, that’s where I usually post my selfies. I hardly use Facebook anymore, it’s no longer interesting. If I want to get in touch with my girlfriends, I contact them via Snapchat. That is pretty popular with us because there you can manage who can see what pictures for how long.

**And how do you get new followers for your profile?**

I bought a lot of followers. There are different apps for that such as Like4Like, which you can download. You start liking other pictures or follow other accounts and get coins in return. For example, I can get 25 likes for 25 coins, which I can use for a picture of my choice. In the best case, my picture shows up on the Popular Page where more users can see it and can then decide to follow me.

**Do you use hashtags that you know will produce more likes?**

No, not at all. I usually use words which go with the picture or words I like, such as “love.” (ER)

Jaminia (@jaminia\_tunsia), 16, high school student from Frankfurt/Main and social media fan