

# Micro movement

Normcore, ghetto goth and health goth don't mean a thing to you? Doesn't matter, because here we'll fill you in on the way microtrends show up and how they go viral. **By Elena Reudenbach**



> To discover a trend online one must follow the right fashion-opinion leaders in the maze of social media accounts and then hear about the next microtrend through one of them. These usually show up as underground trends which emerge based on the mood and preferences of a small group. The names for a trend don't necessarily develop at the very start on the social network but that is where they get more reach and thus make an impact. For example, the term "health goth" was coined by Mike Grabarek and Jeremy Scott, an R&B duo from Portland, Oregon. In 2013 they started a Health Goth Facebook community page that supports the idea of wearing black sportswear from head to toe. A typical look would include a black top or black sports bra from Under Armour, black Nike leggings, combined with black Adidas sneakers and white only as a contrasting color. Followers can now get day-by-day inspiration by visiting the official Health Goth Facebook page. When the page was launched, the trend first started to spread on

the Internet. From September to December 2014 the number of health goth followers on Facebook went from 4,500 to 17,500. Whoever saw a photo that went well with the health goth movement on Facebook or on another account such as Tumblr or Instagram shared it. Other friends and followers also shared it, creating a snowball effect that spread the word about the trend within a few hours. Since it first emerged, the trending #healthgoth phrase has been mentioned 5,000 times on Instagram (as of early December). Older microtrends such as normcore were used as hashtags over 30,000 times. After that magazines started to write about these popularized online microtrends. Even daily newspapers such as Huffington Post and The Guardian gave coverage to health goth in early October. The trend was additionally promoted by celebrities such as Kylie Jenner and Ellie Goulding, who posed on Instagram wearing black sports outfits. Brands such as Nike and Adidas, but also smaller brands such

as Adyn and Whatever 21 can then cater to the preferences of the community as soon as a new trend goes viral. They do this on their own social media channels, using all of their visual language or through products they have modified to mirror the trend. Many times you end up asking: What was there first, the collection or the trend? Did a label create a completely new look or style or was it only responding to an impulse from the online community? These kinds of questions can never really be resolved. One thing is definite, though: Microtrends do not usually last very long. Once all the hype dies down only the prominent hashtag is used as part of the users' social media posts to increase the number of likes and followers for their own personal accounts—whether the picture they upload still has anything to do with the original health goth look is not really all that important. However, as quickly as the one trend has run its course, the next trend is already emerging online somewhere. **K**



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