



The Best of BoF 2024: Fashion's Cultural Crossover Continues

In 2024, fashion leaned heavily on cultural moments — especially anything to do with sports — to connect with cautious consumers. In 2024, fashion marketers got creative with their strategy and aligned themselves even more closely with culture to connect with cautious consumers who had moved on from the age of post-pandemic YOLO spending.

It was the year fashion solidified its love affair with sports: The Olympics proved a major moment, with official sponsors like LVMH, Nike and Ralph Lauren benefitting from the event's halo effect, as well as brands like J.Crew, which rolled out a product collaboration with USA Swimming. WAGs made a comeback — this time, as influencers inking major brand deals. The US Open and the New York City Marathon also saw a number of brands activate, while women's sports gained more and more traction, with WNBA stars like Angel Reese and Caitlin Clark working with the likes of Good American and Prada.

Fashion's cultural crossover went far beyond sports, however: The November release of "Wicked" provided another opportunity to test the power of last year's "Barbie" marketing strategy, with brands from handbag maker Vera Bradley to mall giant Gap saturating the market with a deluge of collaborations. Charli XCX's "Brat Summer" provided a months-long celebration of all things Brat green — and XCX herself emerged as an in-demand ambassador, as did classic Hollywood hunks like Glen Powell. Fashion-centric shows like "Emily in Paris" also provided an opportunity to experiment with shoppable TV.

Marketers also considered what audiences they were attempting to reach — beauty brands found a massive growth opportunity in catering to Gen Alpha, while labels also reconsidered the potential of older consumers.

Influencer marketing in particular saw plenty of change. As the industry grows, so does the gulf between creators (those whose primary skill is in making content for platforms like TikTok and Instagram) and influencers (those who hold sway over their audience's purchasing decisions). The world of affiliate marketing, long dominated by incumbent player LTK, got a shake-up with the rise of a new competitor ShopMy. Influencers experimented with paid subscriptions, while gifting also made a comeback, as a more cost-effective way than traditional sponsored posts to get influencers talking about a brand's products.

2025 is set to be another year of change and upheaval: With the ticking clock on TikTok's time in the US set to run out in just a few weeks, marketers will have to — once again — rethink how they reach shoppers.

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What to Do When Your Product Goes Viral: Virality can be a blessing and a curse. To avoid becoming a one-hit wonder, companies should make the most of the moment, but also think long-term.

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True Religion's Hip-Hop Powered Comeback: Even as the premium denim seller lost its hold on many consumers in the 2010s, hip-hop movers and shakers never wavered in their affinity for the horseshoe logo and signature thick stitching. That's helping the brand mount a rebound today.

How the WNBA Tunnel Walk Became a Fashion Marketing Gold Mine: Superstar rookies-turned-pre-game models like Angel Reese and Cameron Brink have transformed the league's tunnel walk into the hottest runway in town, with brands like Balmain, Prada and Versace clamouring to cash in on its newfound fashion appeal.

What Is Buzz Worth?: Many fashion brands have prioritised manufacturing viral moments meant to create chatter online. But that alone can't be the foundation of a brand's marketing strategy.

The Fight for Influencer Marketing Dollars Heats Up: ShopMy, a four-year-old influencer monetisation platform, has attracted over 50,000 creators, making inroads in a space long ruled by incumbent player LTK. Tensions rose to new heights this week after LTK sued ShopMy for false advertising.

Revolve Invented Influencer Marketing as We Know It. Now It's Pulling Back.: The brand's smaller Coachella presence points to a new direction for the retailer, which invented many of the tricks of the influencer trade.

Why Calvin Klein Ads Still Get People Talking: Steamy images of Jeremy Allen White and FKA Twigs pushed the brand — which has a well-documented history of courting controversy — to the centre of conversation once again, proving casting and timing plus a little bit of provocation can fuel relevance.

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