

22 Nov 2017

5.30pm to 7.30pm

The LCF Cultural and Historical Studies & Fashion Media and Imagery Research Hubs present:

Strangers in Style: Digital Intimacy and the Self Becoming on the Style Blogosphere



Personal style blogs have attracted much interest since they first began populating the blogosphere in the mid-2000s. The possibilities the form offers individuals to style a commercial and creative selfhood has led to much scholarly debate as well as media criticism. Yet while style blogs provide a stage for the performance of a styled self, they also afford an intimate space for the public thinking-through of a self becoming. The affective dimensions of this practice as well as the kinds of bodily labour and performance it entails form the focus of this unique event, presented collaboratively by the Cultural and Historical Studies Hub and the Fashion Media and Imagery Hub at LCF. Taking as their starting point Dr Rosie Findlay's new book Personal Style Blogs: Appearances that Fascinate, Dr Findlay

and Rosalind Jana, digital editor of Violet magazine, writer and style blogger whose experiences are featured in the book, will discuss their own experiences of blogging and digital intimacy in conversation with Dr Agnès Rocamora, Reader in Social and Cultural Studies at LCF.

Speakers:

Dr Rosie Findlay is a Lecturer in the Cultural and Historical Studies department and the Dissertation Coordinator for the School of Media and Communication at the London College of Fashion, specialising in fashion media and the intersection between performance, dress and the embodied self. She has a BA (Hons) from the University of Sydney and she completed her PhD in the Department of Theatre and Performance Studies at the University of Sydney in 2014. She has recently published her monograph Personal Style Blogs: Appearances that Fascinate. Her work has been published in Fashion Theory, About Performance and Cultural Studies Review, among others, and she is currently editing an issue of About Performance focusing on the intersection between fashion and performance.

Rosalind Jana is the digital editor of Violet magazine, writer and style blogger. Having won the Vogue Talent Contest at the age of sixteen, she has gone on to write for places including British Vogue, The Guardian, Broadly, Refinery29, BBC Radio 4, The Debrief, SUITCASE, BuzzFeed and Metro – with articles covering areas from clothes to culture to health to travel. Her debut non-fiction book Notes On Being Teenage came out with Hachette (Wayland) in 2016. Part memoir, part manual for adolescence, it takes an honest look at areas including body image, friendship, family, and online life. As an author Rosalind has talked at literary festivals, schools, sixth forms, and bookshops. She has also performed her poetry in locations ranging from Shakespeare and Company to Burberry to The Society Club, and her first poetry collection Branch and Vein is available through the New River Press.

Dr Agnès Rocamora is a Reader in Social and Cultural Studies at the London College of Fashion, University of the Arts London. She is the author of Fashioning the City: Paris, Fashion and the Media. Her writing on the field of fashion and on the fashion media has appeared in various journals, including Fashion Theory, Journalism Practice, Sociology, Sociétés, and the Journal of Consumer Culture. She is a co-editor of Thinking Through Fashion: A Guide to Key Theorists, of The Handbook of Fashion Studies, and of Fashion Media: Past and Present, and a contributor to *Fashion as Photograph*, *Critical Luxury Studies*, and *Fashioning Professionals*. She is also a founder and co-editor of the International Journal of Fashion Studies and is on the editorial board of Cultural Sociology and of dObra[s] and Fashion Studies.

She is currently developing her work on fashion and digital media.

Organised collaboratively by:

The Cultural and Historical Studies Hub, based at London College of Fashion, is a supportive space for the discussion of current research into fashion and popular culture within the broader subject area of Cultural Studies. For further information, please [visit our website](#).

The Fashion Media and Imagery Hub, based at London College of Fashion, fosters research in the fields of fashion journalism, photography and digital media, by engaging LCF academic staff and practitioners to present their ongoing research. For further information, please [visit our website](#).

Copyright: Image on the left: Rosalind Jana. Image on the right: Veronica Blagoeva & Rosie Findlay.

Findlay, Rosie and Jana, Rosalind and Rocamora, AgnÃ's (2017) Strangers in Style: Digital Intimacy and the Self Becoming on the Style Blogosphere. In: Strangers in Style: Digital Intimacy and the Self Becoming on the Style Blogosphere, Wednesday 22 November 2017, LCF John Prince's Street. Documents. Details.Â Public talk/panel featuring Dr Rosie Findlay (London College of Fashion) and Rosalind Jana (digital editor of Violet magazine, blogger and author) in conversation with Dr Agnes Rocamora (London College of Fashion). A joint event hosted by the Cultural and Historical Studies Hub and the Fashion Media and Imagery Hub at London College of Fashion, Wednesday 22 November 2017. Official Website

Giddens, A. (1991) Modernity and Self-Identity: Self and Society in the Late Modern Age. Cambridge: Polity Press. Google Scholar.

Green, E. (1998) "Women Doing Friendship": An Analysis of Women's Leisure as a Site of Identity Construction, Empowerment and Resistance.Â Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs, http://blog.lib.umn.edublogosphere/women_and_children.html (downloaded 2 July 2009).

Kennedy, H. (2005) "Subjective Intersections in the Face of the Machine." European Journal of Women's Studies 12(4): 471-487. CrossRef Google Scholar.Â Cite this chapter as: Jamieson L. (2013) Personal Relationships, Intimacy and the Self in a Mediated and Global Digital Age. In: Orton-Johnson K., Prior N. (eds) Digital Sociology. A blog (a truncation of "weblog") is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. Until 2009, blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject or topic. In the 2010s, "multi-author blogs" (MABs) emerged