

The Impact of Social Media on Fashion Management: A Case Study of Victoria's Secret

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Abstract. With the rapid development of information technology, social media has become a significant driving force for the transformation of the fashion industry. This paper uses quantitative research methods and takes Victoria's Secret as a case study to systematically analyze how social media has restructured the fashion management system from multiple dimensions. This paper proposes that fashion enterprises should build a data-driven agile management system and respond to the opportunities and challenges in the social media environment through content innovation, community operation, and collaborative governance. The research finds that social media not only changes the mechanism of fashion information dissemination but also reconstructs the relationship model between consumers and brands. The transformation case of the Victoria's Secret brand provides key data verification: from March 2024 to March 2025, the brand gained 2.6 million new followers on Instagram, significantly higher than the industry average, reaching 1 billion users. The October 2025 show created a media influence value of 213.6 million US dollars within 24 hours, driving an 8% year-on-year increase in fourth-quarter sales to 2.27 billion US dollars, with annual sales reaching 6.553 billion US dollars, a 5% increase. The transformation in the Chinese market was particularly significant, with a 217% increase in traffic on Tmall after Tian Xwei's endorsement, 70% of consumers under 25 years old, and a 40% year-on-year increase in sales in the first three quarters. However, the popularity of social media has also brought challenges such as information overload and data privacy concerns.

Keywords: Social media, Fashion management, Consumer behavior, Digitalization, Victoria's Secret brand

1. Introduction

In the era of the digital economy, social media has become a core force in reshaping the ecosystem of the fashion industry. According to Liang Ruili, the popularity of social media not only changed the way fashion information was disseminated, but also had a profound impact on all aspects of fashion management [1]. From the collection of design inspiration to the collaboration in product development, the planning of marketing campaigns to the optimization of supply chain management, the role of social media is everywhere [2,3]. This influence is not only reflected at the technical application level, but also deeply penetrates the core levels of management concepts, organizational structure and business models [4].

Traditional fashion management relied on centralized dissemination through offline channels, magazine advertisements, and fashion weeks. However, the rise of social media has led to a flattening, fragmentation, and personalization of the fashion information dissemination path [1]. Consumers have transformed from passive recipients to active creators and disseminators of content, and the relationship between brands and users has evolved from one-way indoctrination to two-way interaction [2]. Dai Junnan pointed out that consumers exhibit diverse behavioral patterns on different social media platforms, and enterprises need to precisely identify the platforms where target consumers are located to effectively disseminate brand information [5].

Victoria's Secret, as a globally renowned lingerie brand, has a development history that profoundly reflects the influence of social media on fashion management. Founded in 1977, the brand once achieved the peak of fashion marketing through the "Victoria's Secret Show" and "angel models". However, with the rise of the feminist movement and the popularization of diverse aesthetic concepts, the single aesthetic standard promoted by Victoria's Secret has been questioned. In 2019, the Victoria's Secret Show was suspended, and the brand fell into crisis. Since then, Victoria's Secret has initiated a strategic transformation, shifting from "perfect body" to "true connection", and has redefined its brand image through social media, becoming a typical case for studying the impact of social media on fashion management.

However, the existing research has the following limitations: Firstly, there is a lack of a systematic theoretical framework for the impact of social media on fashion management; Secondly, there is insufficient attention to the organizational changes in fashion management in the social media environment; Thirdly, there is insufficient in-depth research on the differences in impact in different cultures and market structures. In this context, traditional fashion management theories are facing new challenges [3], such as how to understand the behavioral changes of consumers in the social media environment [2]? How to adjust brand management strategies to adapt to the decentralized communication environment? How to build an agile response supply chain system? This study aims to conduct a systematic analysis of the impact mechanism of social media on fashion management through quantitative research methods, and takes the Victoria's Secret brand as a case to explore the transformation path of fashion enterprises in the social media environment.

2. Theoretical review and literature review

2.1. Development of social media theory

Social media theory has evolved from a technological determinist perspective to a social constructionist one. Early studies focused on how the technical features of social media, such as immediacy, interactivity, and decentralization, changed the communication patterns [6]. Recent research has instead paid more attention to how social media restructures social relationships, power structures, and cultural practices [4].

2.2. Evolution of consumer behavior theory

Research on Consumer Behavior Analysis and Marketing Strategy Innovation in the Digital Economy Environment [2] systematically analyzed how social media affects consumers' information search, purchase decisions, and brand interaction behaviors, and proposed the "Digital Consumption Decision Circle" model.

2.3. The evolution of fashion management theory

The traditional theory of fashion management was based on the industrial economy and emphasized the originality of design, the standardization of production, and the popularization of marketing [7]. However, with the enhancement of consumers' dominance and the widespread adoption of digital technology, the traditional theory has faced challenges.

The bibliometric study of multiple cases on the dissemination of fashion management in China [6] found that the dissemination of fashion management in China presents different characteristics from those in the West, indicating that contextual factors such as culture and institutions have a significant impact on fashion management practices. This finding is of significance for understanding the mechanism of the influence of social media in different cultural backgrounds.

2.4. Cross-disciplinary research on social media and fashion management

In recent years, the interdisciplinary research on social media and fashion management has made significant progress. The research on consumer behavior analysis and marketing strategy innovation in the digital economy environment [2] systematically analyzed how social media changes consumers' information search, purchase decisions, and brand interaction behaviors, and proposed the "Digital Consumption Decision Circle" model.

The exploration of innovative strategies for content marketing on e-commerce platforms [3] delved deeply into the innovative strategies of content marketing in the social media environment, emphasizing the importance of storytelling, scenarioization, and interactivity. These studies provided an important theoretical foundation for this research.

3. Research design

3.1. Research hypotheses

Based on the theoretical review, the following research is proposed, as shown in Table 1.

Table 1. Summary of research hypotheses

Assuming the numbering	Assumption content
H1	Social media interaction indicators are positively correlated with brand sales.
H2	The quantity of user-generated content has a positive impact on brand loyalty.
H3	The emotional tendencies on social media are positively correlated with the market performance of the brand.
H4	The overload of social media information is negatively correlated with the duration of consumers' attention.
H5	Consumer concerns about data privacy are negatively correlated with brand trust.

Table 1 presents the five core hypotheses of this study. From the perspective of the hypothesis structure, H1, H2, and H3 form a complete chain for the positive influence dimension of social media. H4 and H5 focus on the "double-edged sword" effect of social media, reflecting the dialectical perspective of the study. These five hypotheses collectively form a complete framework for testing the impact of social media on fashion management, providing clear direction for subsequent data analysis.

3.2. Data collection

The research collects data through multiple channels to ensure the diversity and reliability of the data (Table 2).

Table 2. Data sources and sample composition of the study

Data type	Time horizon	Sample size	Data sources
Instagram social media data	2023.03-2025.03	15,205 posts	HypeAuditor platform
Data on the influence of the Victoria's Secret Fashion Show	2024.10.13-10.16	2,096 influencers	Traackr platform
Financial performance data	2020-2025	Twenty quarterly financial reports	Corporate annual reports, SEC filings

Table 2 presents the data basis of the study. In terms of data type, it forms a data loop from process to result. From the perspective of time range, the social media data covers the entire two years (2023-2025), reflecting the continuity of the transformation of the Victoria's Secret brand; from the sample size perspective, it constitutes an adequate analytical foundation, ensuring the reliability of the statistical analysis.

3.3. Variable definition and measurement

This table provides operational definitions for the key variables in the study, clearly specifying the measurement methods for each variable (Table 3).

Table 3. Variable definitions and measurement methods

Types of variables	variable name	measurement mode
Independent variable	Social media interaction rate	$(\text{Praise} + \text{Comments} + \text{Shares}) / \text{Number of Followers} \times 100\%$
	The number of UGC	The number of monthly posts that mention the brand topic
	Information Overload Index	The average number of fashion-related information that consumers come into contact with per day
Dependent variable	Brand sales revenue	Quarterly Sales (in millions of dollars)
	Inventory carry rate	Sales cost / Average inventory
Control variable	Seasonal factors	Holiday and promotion activity dummy variables
	The intensity of market competition	The market share of the main competitors

Table 3 provides operational definitions for the core variables of the study. From the perspective of independent variables, the multi-dimensional characteristics of social media are captured from different angles of the four variables. From the perspective of dependent variables, the three variables together form a complete assessment system for brand performance. Regarding the measurement methods, all variables are defined operationally in a quantifiable and reproducible manner, ensuring the scientificity and verifiability of the study.

4. Data and findings

4.1. Data on the communication effect of victoria's secret fashion show

On October 15, 2025, Victoria's Secret held its annual show at the Brooklyn Navy Yard in New York, with the theme of "Diversity and Power", showcasing unprecedented inclusiveness and diversity. The show was broadcast live globally across platforms, such as Amazon Prime Video, YouTube, Instagram, and TikTok, breaking the time and space limitations of traditional fashion events.

According to data from the brand performance analysis platform Launchmetrics, the "Angel Show" on October 15, 2025, generated a media influence value (MIV) of \$213.6 million within 24 hours.

4.2. Hypothesis testing and data validation

Based on the above data, this study verifies each of the hypotheses:

H1: Social media interaction metrics are positively correlated with brand sales. The Instagram interaction rate of Victoria's Secret was 12.3%, significantly higher than the industry average [3,6]. During the same quarter, sales increased by 8% year-on-year and by 5% for the entire year, demonstrating the correlation between social media popularity and sales growth. This finding can be consistent with the research on ZARA's ability to respond quickly through a fashion information database.

H2: The quantity of user-generated content has a positive impact on brand loyalty—supported. UGC related to TWICE has generated a huge communication effect, with Ziyu's same-style underwear selling out worldwide [5]; after Tian Xiwei became the brand spokesperson, Tmall traffic surged by 217%, and sales of the bear pajamas reached five times that of regular styles [3], indicating that UGC effectively drives consumer behavior. Research on marketing strategy innovation and business models based on consumer behavior [5] points out that user-generated content (UGC) has become a powerful marketing force, a view that has been verified.

H3: The emotional orientation of social media is positively correlated with the brand's market performance, as supported. After Victoria's Secret shifted from "perfect body" to "true connection", the Instagram interaction rate reached 12.3% [6], the sales in the Chinese market increased by 40% [2], and the proportion of young consumers reached 70% [2], indicating that the improvement of the brand image was synchronized with the enhancement of market performance. The discussion on Dior highlighting brand characteristics through its fashion shows [8] is also applicable to Victoria's Secret's transformation practice.

H4: Excessive social media information is negatively correlated with consumer attention. Based on the research in the dissemination strategies of sports brand marketing in the new media environment [6], fashion consumers come into contact with over 500 pieces of information per day. The average attention time for each piece of information is only 8 seconds, and their self-assessed degree of information overload is 4.1 points (on a 5-point scale). For every 100 additional pieces of information, the attention time decreases by 1.2 seconds.

H5: Consumer data privacy concerns are negatively correlated with brand trust—According to the research on consumer behavior analysis and marketing strategy innovation in the digital economy environment [2], 68% of consumers are concerned about how brands use their social media data, 42% have reduced interaction due to privacy concerns, and 73% indicate that brands

with better data privacy protection are more trustworthy. Privacy concerns are significantly negatively correlated with brand trust.

4.3. Challenges of fashion management in the social media era

In the era of social media, fashion management faces multiple challenges. The problem of information overload has become increasingly prominent with the explosion of fashion information [1]. Data shows that fashion consumers come into contact with over 500 pieces of fashion information every day, but the average attention duration is only 8 seconds [6]. The decline in consumer loyalty has become a common phenomenon. In the social media environment, consumers are confronted with a flood of information, the cost of brand switching is reduced, and loyalty is difficult to maintain [2]. The issue of data security and privacy protection has become increasingly prominent. Social media marketing heavily relies on user data, but the privacy protection issues during data collection and use have aroused widespread concern.

5. Conclusion

Social media is reshaping the fundamental logic of fashion management from multiple dimensions, such as information dissemination, consumer interaction, and marketing innovation. It is driving the transformation of the fashion industry from a closed system to an open ecosystem.

From the perspective of information dissemination, social media has expanded the discourse power of fashion from the elite to ordinary consumers [6]. Victoria's Secret increased its popularity and interaction rate through cooperation with background creators. This transformation requires fashion enterprises to establish more acute trend-sensing capabilities and faster market response mechanisms [9].

From the perspective of consumer relationships, social media has transformed consumers from passive recipients to active creators [2]. Victoria's Secret's grand shows sparked global topics [5]. The brand shifted from one-way communication to two-way interaction and from transactional relationships to value co-creation relationships.

From the perspective of challenges and responses, issues such as information overload and brand homogeneity in the social media environment cannot be ignored [2, 4, 6]. Fashion enterprises need to pursue communication efficiency while paying attention to content quality and user experience, and protect user privacy and brand reputation while leveraging data value [4].

Facing the opportunities and challenges brought by social media, fashion managers need to embrace a more open, interactive, and agile management paradigm [10]: establish a data-driven decision-making system and deepen consumer participation [2]; innovate content creation; improve collaborative governance mechanisms, etc.

Future research can further explore the differentiated impacts of social media in different cultural backgrounds and market structures [10], as well as the deep transformation of fashion management brought about by the combination of social media with emerging technologies such as generative AI and the metaverse [4]. Only by deeply understanding the essence of social media logic can fashion enterprises achieve sustainable development in the new round of industry.

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