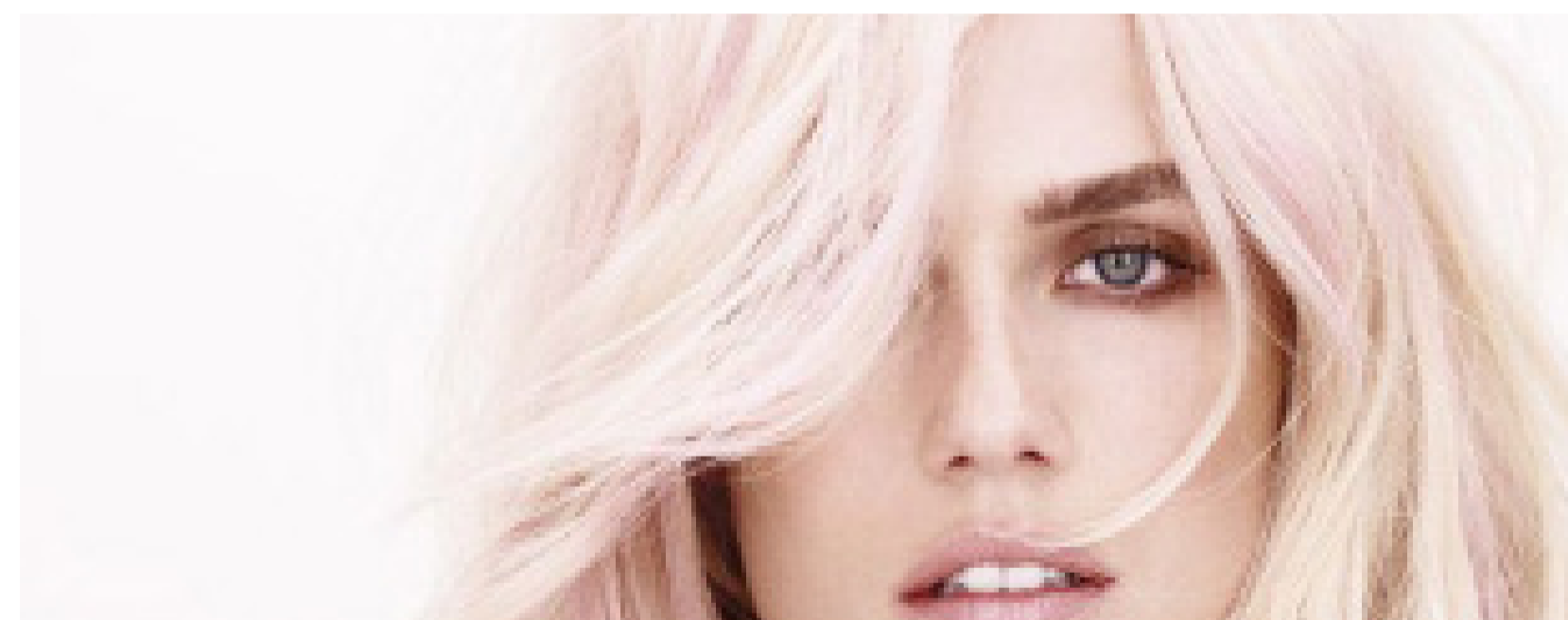


# DOING:THE THING

TEXT: RONALDO BALZI

FOTO: LISA HEATHROW

When i was a small girl i was trying to imagine myself being a big one. And i couldn't. Now i can do it easily.



For the Schumans of the blogging world, street-style has been the launch pad to considerable media influence and financial reward – from advertising campaign commissions to book deals and everything in between. Certainly, it is easy to understand the appeal for others to start their own street-style blog, having witnessed the big names go from relative unknowns to influencers, revolutionizing the traditional information flow within the industry and gaining respect as image-makers in their own right.

But the effect of this proliferation of street-style bloggers goes further than issues of crowd-control. From a qualitative standpoint, saying that not all street-style blogs are created equal is a bit of an understatement. If one approaches the street-style blog as an art form – which it could arguably be – the value of its most renowned characteristic lies in artistic composition and fashion sensibility. This runs deeper than knowing this season's trends, and reflects an encyclopedic knowledge of fashion phenomenology and the wider socio-economic