

One cannot help but question their authenticity and motivation, lending credence to the feeling that this propensity to jump on the street-style blog bandwagon seems to be spurred on by more of a desire for self-promotion than a genuine quest for self-expression. To many, this self-awareness and contrivance has contributed to diminishing the value of the original medium. The feeling in London this past fashion week is captured by another frustrated fashion journalist, who urges bloggers to “back off, get their cameras out of our faces and really consider what it is they are aiming to achieve – because no one likes



The bloggers are not entirely to blame. Somehow, the multitude of blogs seems to have pressed all the right (wrong?) buttons of a particular type of individual, whose capacity to crank up the kookiness is only second to his desire to be shot by a preying

