

Course Syllabus – Promed UI

Introduction to Fashion, Beauty & Lifestyle Media

Course Title: Introduction to Fashion, Beauty & Lifestyle Media

Credit Load: 2 credits / 16 sessions

Course Type: Theory + Practice + Portfolio-Based Project

Course Description

This course introduces students to the media ecosystem of fashion, beauty, and lifestyle industries. It covers fashion journalism, beauty communication, lifestyle content production, influencer culture, brand storytelling, digital campaign planning, trend forecasting, audience engagement, sustainability communication, and ethical issues in visual and commercial media.

The course responds to the current transformation of fashion, beauty, and lifestyle communication, where social platforms, creators, short-form video, AI tools, and community-driven content increasingly shape consumer attention. Recent industry reports show that fashion brands are facing volatile consumer behavior, technology shifts, and pressure to communicate value, sustainability, and authenticity more clearly. Younger audiences also spend more time with social and user-generated content than traditional entertainment formats, making platform-native storytelling essential for media students.

The course also addresses beauty media through trust, credibility, expertise, influencer ethics, product claims, and parasocial interaction. Recent research on beauty vloggers shows that trustworthiness, expertise, and attractiveness affect audience trust and purchase intention, making credibility a central issue in beauty communication.

Course Learning Outcomes

By the end of the course, students are expected to be able to:

1. Explain the basic concepts of fashion, beauty, and lifestyle media.
2. Analyze how fashion, beauty, and lifestyle brands communicate identity, aspiration, taste, and consumer value.
3. Identify current media formats used in fashion, beauty, and lifestyle communication.
4. Apply basic principles of editorial planning, content strategy, and visual storytelling.
5. Evaluate influencer marketing, beauty credibility, and lifestyle branding practices.

6. Develop a simple digital content campaign for a fashion, beauty, or lifestyle brand.
7. Produce a final portfolio containing concept, content calendar, sample content, and campaign rationale.

Assessment Structure

Component	Weight	Description
Attendance and Participation	10%	Active participation in class discussions, critiques, and workshops
Weekly Activities and Short Assignments	20%	Individual or group tasks based on session topics
Midterm Project	25%	Brand/media analysis report and presentation
Final Project Portfolio	35%	Fashion/beauty/lifestyle media campaign proposal and content samples
Peer Review and Reflection	10%	Review of peer projects and individual learning reflection

16-Session Weekly Plan

Session 1 — Introduction to Fashion, Beauty & Lifestyle Media

Main Topic:

Understanding fashion, beauty, and lifestyle as media industries.

Subtopics:

- Definition of fashion media
- Definition of beauty media
- Lifestyle media as aspiration, identity, and consumption culture
- Difference between editorial, commercial, and creator-led media
- Key platforms: Instagram, TikTok, YouTube, website, newsletter, marketplace, livestream

Learning Activity:

Students map their daily media exposure to fashion, beauty, and lifestyle content. Each student identifies five examples of media content and categorizes them as editorial, advertisement, influencer content, or user-generated content.

In-Class Discussion:

“Is lifestyle media informing, persuading, or selling?”

Assignment:

Submit a one-page media diary analyzing five fashion, beauty, or lifestyle contents consumed in one week.

Suggested Reading:

- McKinsey & Company. *The State of Fashion 2026*.
 - Deloitte. *Digital Media Trends 2025*.
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Session 2 — History and Evolution of Fashion Media

Main Topic:

From fashion magazines to digital-first fashion platforms.

Subtopics:

- Fashion magazines and print editorial culture
- Fashion photography and visual authority
- Fashion week as media spectacle
- Digital disruption in fashion communication
- The rise of fashion influencers and platform-native fashion media

Learning Activity:

Students compare one traditional fashion magazine article with one TikTok or Instagram fashion post. They analyze tone, visual language, audience, and commercial purpose.

In-Class Workshop:

Timeline mapping: from print fashion journalism to short-form fashion media.

Assignment:

Create a visual timeline of fashion media evolution from print to social media.

Suggested Reading:

- McKinsey & Company. *The State of Fashion 2025*.
 - Aalto, T. *Controversies Over Journalistic Social Media Influencers*.
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Session 3 — Beauty Media, Credibility, and Consumer Trust

Main Topic:

Understanding beauty communication through trust, expertise, claims, and influence.

Subtopics:

- Beauty reviews and tutorial culture
- Skincare, makeup, fragrance, and wellness content
- Source credibility in beauty media
- Product claims and consumer trust
- Beauty misinformation and ethical communication

Learning Activity:

Students analyze one beauty influencer video or post using three credibility indicators: trustworthiness, expertise, and attractiveness.

In-Class Discussion:

“Should beauty content creators be treated like advertisers, educators, or entertainers?”

Assignment:

Write a 500-word credibility analysis of a beauty influencer or beauty brand campaign.

Suggested Reading:

- Garg, M. *Exploring the Impact of Beauty Vloggers' Credible Attributes*.
- McKinsey & Company. *State of Beauty 2025*.

Session 4 — Lifestyle Media and Aspirational Storytelling

Main Topic:

Lifestyle media as a system of taste, identity, aspiration, and everyday culture.

Subtopics:

- Lifestyle as mediated identity
- Home, wellness, food, travel, fitness, and personal style
- Aspirational versus relatable content
- Lifestyle journalism and influencer culture
- Audience intimacy and authenticity

Learning Activity:

Students select one lifestyle creator or media brand and identify its “lifestyle promise”: what kind of life is being sold or represented?

In-Class Workshop:

Lifestyle positioning statement: “This brand/creator helps audiences feel, become, or imagine...”

Assignment:

Create a lifestyle media positioning statement for a selected brand or creator.

Suggested Reading:

- Hanusch, F. et al. *How Lifestyle Journalists Marginalize Instagram Influencers*.
 - Leinonen, S. R. *Can Journalists be Influencers?*
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Session 5 — Audience, Gen Z, and Digital Consumption

Main Topic:

Understanding youth audiences in fashion, beauty, and lifestyle media.

Subtopics:

- Gen Z media behavior
- Social video and user-generated content
- Community, identity, and micro-cultures
- Fandom, creator culture, and niche audiences
- Attention economy and platform behavior

Learning Activity:

Students conduct mini audience observation on a fashion, beauty, or lifestyle hashtag.

In-Class Discussion:

“Why do young audiences trust creators more than brands?”

Assignment:

Submit a short audience profile: demographic, psychographic, media habits, platform behavior, and content preferences.

Suggested Reading:

- Deloitte. *Digital Media Trends 2025*.
 - Deloitte Digital. *State of Social Research 2025*.
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Session 6 — Visual Language in Fashion, Beauty, and Lifestyle Media

Main Topic:

Visual storytelling, aesthetics, and brand identity.

Subtopics:

- Moodboard and visual direction
- Color, texture, composition, and styling
- Fashion photography basics
- Beauty close-up and product visual conventions
- Lifestyle flat lay, room scene, routine, and ambience
- Visual consistency across platforms

Learning Activity:

Students create a moodboard for one fashion, beauty, or lifestyle concept using 8–12 visual references.

In-Class Workshop:

Moodboard critique: visual consistency, target audience, emotional tone, and brand fit.

Assignment:

Submit a moodboard with a 250-word visual rationale.

Suggested Reading:

- Rawat, P. *A Deep Learning Approach to Heterogeneous Consumer Aesthetics in Retail Fashion*.
- Bansal, A., & Tharun, A. *Emotional Analysis of Fashion Trends Using Social Media and AI*.

Session 7 — Fashion Journalism and Editorial Writing

Main Topic:

Writing for fashion, beauty, and lifestyle media.

Subtopics:

- Fashion news
- Product review
- Trend article
- Profile feature
- Event coverage
- Editorial voice and headline writing
- Difference between editorial and advertorial

Learning Activity:

Students rewrite a press-release-style paragraph into an editorial-style fashion or beauty news article.

In-Class Workshop:

Headline clinic: writing clickable but credible headlines.

Assignment:

Write a 600-word fashion, beauty, or lifestyle article using one of these formats: trend report, product review, profile, or event coverage.

Suggested Reading:

- Aalto, T. *Controversies Over Journalistic Social Media Influencers*.
 - Leinonen, S. R. *Can Journalists be Influencers?*
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Session 8 — Midterm Project: Brand and Media Analysis

Main Topic:

Analyzing fashion, beauty, or lifestyle brand communication.

Subtopics:

- Brand identity
- Target audience
- Content pillars
- Visual style
- Platform strategy
- Influencer use
- Strengths and weaknesses of current media communication

Learning Activity:

Group presentation of selected brand/media analysis.

Midterm Output:

Students present a 7–10 minute analysis of one fashion, beauty, or lifestyle brand.

Midterm Deliverables:

1. Brand background
2. Audience profile
3. Platform analysis
4. Content pillar analysis
5. Visual style analysis

6. Strengths and weaknesses
7. Recommendation

Assessment Criteria:

- Clarity of analysis
 - Relevance of examples
 - Visual evidence
 - Critical thinking
 - Presentation quality
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Session 9 — Content Strategy and Content Pillars

Main Topic:

Planning content for fashion, beauty, and lifestyle platforms.

Subtopics:

- Content strategy basics
- Content pillars
- Hero, hub, and hygiene content
- Educational, inspirational, entertaining, and conversion content
- Content calendar
- Platform-specific content formats

Learning Activity:

Students develop content pillars for one selected brand.

In-Class Workshop:

Build a one-week content calendar.

Assignment:

Submit a one-week content calendar with captions, formats, platform choices, and objectives.

Suggested Reading:

- Deloitte Digital. *State of Social Research 2025*.
 - Deloitte. *Digital Media Trends 2025*.
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Session 10 — Influencer Marketing and Creator Collaboration

Main Topic:

Understanding the role of influencers and creators in fashion, beauty, and lifestyle communication.

Subtopics:

- Mega, macro, micro, nano influencers
- Key Opinion Leaders and Key Opinion Consumers
- Influencer-brand fit
- Parasocial interaction
- Authenticity and credibility
- Paid partnership disclosure
- Creator brief

Learning Activity:

Students design an influencer selection matrix for a fashion, beauty, or lifestyle campaign.

In-Class Workshop:

Create a simple influencer brief.

Assignment:

Submit an influencer collaboration plan containing objective, selected creator profile, content format, key message, deliverables, and evaluation metrics.

Suggested Reading:

- Garg, M. *Exploring the Impact of Beauty Vloggers' Credible Attributes*.
- Yi, H., & Xian, L. *The Informal Labor of Content Creators*.

Session 11 — Trend Forecasting and Cultural Observation

Main Topic:

Identifying and interpreting trends in fashion, beauty, and lifestyle media.

Subtopics:

- Difference between trend, fad, and microtrend
- Social listening
- Hashtag analysis
- Street style and runway influence
- Beauty trend cycles
- Lifestyle trend mapping
- Cultural signals and weak signals

Learning Activity:

Students identify three emerging trends from social media and classify them as fashion, beauty, lifestyle, or hybrid trends.

In-Class Workshop:

Trend board: signal, evidence, audience, platform, possible brand application.

Assignment:

Submit a trend report containing three trends, visual evidence, audience relevance, and brand opportunity.

Suggested Reading:

- McKinsey & Company. *The State of Fashion 2026*.
 - Bansal, A., & Tharun, A. *Emotional Analysis of Fashion Trends Using Social Media and AI*.
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Session 12 — Sustainability, Ethics, and Responsible Lifestyle Communication

Main Topic:

Ethical and sustainable communication in fashion, beauty, and lifestyle media.

Subtopics:

- Fast fashion and overconsumption
- Sustainable fashion communication
- Greenwashing and claim verification
- Ethical beauty claims
- Inclusivity and body representation
- Responsible lifestyle storytelling
- Transparency in sponsored content

Learning Activity:

Students analyze one sustainability claim from a fashion or beauty brand and evaluate whether the claim is specific, measurable, transparent, and credible.

In-Class Discussion:

“Can lifestyle media promote consumption and sustainability at the same time?”

Assignment:

Write a 500-word critique of one sustainability or ethical claim from a fashion, beauty, or lifestyle brand.

Suggested Reading:

- Del Olmo Arriaga, J. L. et al. *From Fast Fashion to Shared Sustainability*.
 - Soboleva, D., & Sánchez, A. *Agent-Based Insight into Eco-Choices*.
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Session 13 — Social Commerce, Livestream, and Beauty/Fashion Retail Media

Main Topic:

Media-content-commerce integration.

Subtopics:

- Social commerce
- TikTok Shop and marketplace content
- Livestream selling
- Affiliate content
- Product seeding
- Review economy
- Conversion-oriented content
- Performance indicators: reach, engagement, CTR, conversion, GMV

Learning Activity:

Students analyze one social commerce content or livestream segment and identify its selling structure: hook, product demonstration, proof, urgency, and call to action.

In-Class Workshop:

Create a 60-second livestream selling script for a fashion or beauty product.

Assignment:

Submit a social commerce content script with product angle, audience pain point, key message, and CTA.

Suggested Reading:

- McKinsey & Company. *State of Beauty 2025*.
 - Deloitte Digital. *State of Social Research 2025*.
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Session 14 — AI, Digital Fashion, and Future Media Practices

Main Topic:

AI and digital transformation in fashion, beauty, and lifestyle media.

Subtopics:

- AI for content ideation
- AI styling and personalization
- Virtual try-on
- Digital fashion and avatar identity
- AI-generated images and ethical issues
- Metaverse and immersive brand experience
- Human creativity versus automation

Learning Activity:

Students compare one human-made campaign visual and one AI-assisted visual concept. They discuss opportunities and risks.

In-Class Workshop:

AI-assisted campaign ideation with ethical checklist.

Assignment:

Create a campaign concept using AI as an ideation tool, then write a reflection explaining which parts remain human-led.

Suggested Reading:

- Ahmed, R. et al. *Fashion Industry in the Age of Generative Artificial Intelligence and Metaverse*.
- Theodorakopoulos, D. et al. *FITS: Towards an AI-Driven Fashion Information Tool for Sustainability*.

Session 15 — Final Project Workshop: Campaign Development

Main Topic:

Developing a fashion, beauty, or lifestyle media campaign portfolio.

Subtopics:

- Campaign objective
- Target audience
- Key message
- Content pillars

- Visual identity
- Platform strategy
- Influencer or creator strategy
- Measurement indicators

Learning Activity:

Students work in groups to refine their final campaign proposal.

In-Class Workshop:

Peer review using campaign checklist.

Final Project Components:

1. Brand or media object
2. Problem statement
3. Target audience
4. Campaign objective
5. Key message
6. Content pillars
7. Moodboard
8. Content calendar
9. Three sample contents
10. Evaluation metrics

Assignment:

Submit draft final portfolio for lecturer feedback.

Session 16 — Final Presentation and Portfolio Submission

Main Topic:

Presentation of final fashion, beauty, or lifestyle media campaign.

Learning Activity:

Students present their final project in 10 minutes followed by 5 minutes of Q&A.

Final Output:

A complete campaign portfolio for a fashion, beauty, or lifestyle media project.

Presentation Structure:

1. Campaign title
2. Brand/media background
3. Audience insight
4. Campaign objective

5. Creative concept
6. Content pillars
7. Platform strategy
8. Sample content
9. Measurement plan
10. Reflection

Assessment Criteria:

- Strategic clarity
 - Audience relevance
 - Visual consistency
 - Creativity
 - Ethical awareness
 - Feasibility
 - Presentation quality
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Final Project Brief

Project Title

Fashion, Beauty, or Lifestyle Media Campaign Portfolio

Task

Students must design a digital media campaign for one selected fashion, beauty, or lifestyle brand, creator, community, or media platform.

Required Output

The final portfolio must include:

1. Campaign title
2. Brand or media background
3. Audience profile
4. Communication problem
5. Campaign objective
6. Key message
7. Content pillars
8. Moodboard
9. Platform strategy
10. One-month content calendar

11. Three sample contents
12. Influencer or creator collaboration plan
13. Ethical and sustainability consideration
14. Campaign evaluation metrics

Suggested Assessment Rubric

Criteria	Excellent	Good	Fair	Weak
Concept	Clear, original, and strategically relevant	Clear but needs sharper differentiation	Basic concept with limited insight	Unclear or generic
Audience Insight	Specific and well-supported	Relevant but not deep enough	General audience description	No clear audience
Content Strategy	Strong pillars and platform fit	Good structure with minor gaps	Some content ideas but weak logic	Random content ideas
Visual Direction	Consistent and brand-relevant	Visually clear but less distinctive	Inconsistent visual style	No coherent visual direction
Ethical Awareness	Strong understanding of credibility, disclosure, and responsibility	Addresses ethics but not deeply	Mentions ethics briefly	No ethical consideration
Presentation	Clear, confident, and evidence-based	Clear but could be more persuasive	Understandable but uneven	Disorganized

Main References 2022+

1. Aalto, T. (2026). *Controversies Over Journalistic Social Media Influencers*. Journalism Practice.
2. Ahmed, R., Ahmed, E., Elbarbary, A., Darwish, A., & Hassanien, A. E. (2025). *Fashion Industry in the Age of Generative Artificial Intelligence and Metaverse: A Systematic Review*.
3. Bansal, A., & Tharun, A. (2025). *Emotional Analysis of Fashion Trends Using Social Media and AI: Sentiment Analysis on Twitter for Fashion Trend Forecasting*.
4. Del Olmo Arriaga, J. L. et al. (2025). *From Fast Fashion to Shared Sustainability: The Role of Digital Communication, Social Media, and Peer Influence*. Sustainability.
5. Deloitte. (2025). *Digital Media Trends: Social Platforms Are Becoming More Relevant to Younger Audiences*.
6. Deloitte Digital. (2025). *State of Social Research 2025*.
7. Garg, M. (2024). *Exploring the Impact of Beauty Vloggers' Credible Attributes on Trust and Purchase Intention*. Humanities and Social Sciences Communications.

8. Hanusch, F. et al. (2022). *How Lifestyle Journalists Marginalize Instagram Influencers*. New Media & Society.
9. Leinonen, S. R. (2022). *Can Journalists Be Influencers? How to Engage Hard-to-Reach Audiences*. LSE Polis Report.
10. McKinsey & Company. (2024). *The State of Fashion 2025*.
11. McKinsey & Company. (2025). *State of Beauty 2025: Solving a Shifting Growth Puzzle*.
12. McKinsey & Company. (2025). *The State of Fashion 2026: When the Rules Change*.
13. Rawat, P. (2024). *A Deep Learning Approach to Heterogeneous Consumer Aesthetics in Retail Fashion*.
14. Soboleva, D., & Sánchez, A. (2024). *Agent-Based Insight into Eco-Choices: Simulating the Fast Fashion Shift*.
15. Theodorakopoulos, D., Eberling, E., Bodenheimer, M., Loos, S., & Stahl, F. (2025). *FITS: Towards an AI-Driven Fashion Information Tool for Sustainability*.
16. Yi, H., & Xian, L. (2024). *The Informal Labor of Content Creators: Situating Xiaohongshu's Key Opinion Consumers*.