

## **EXECUTIVESUMMARY**

From couple of year, digital media and social media have significantly different ways people consume content, particularly in textile industry. People are no longer gathering themagazines as frequently as they have in the past. Nowadays, content is consumed online and feedback through comments and social media. This mainly focused on finding out the relationship of social media with fashion awareness and preferences.

This research will show light on how social media acts as a substance in retailer preferences for fashion trends and how important it is for the companies. Digital media is to make sure that their products are reaching the targeted audience and also to direct the way they desire the audience to go. This study will gather the important results about its efficiency and benefits to the retailers.

It also provides the necessary references in the industry and the areas which require improvements. The entire report has been based on the retailers and customer survey therefore it also projects the awareness and satisfaction level related to the social media sites that help the organization directly connect to the retailers. This study mainly looks at social media within the textile industry.