

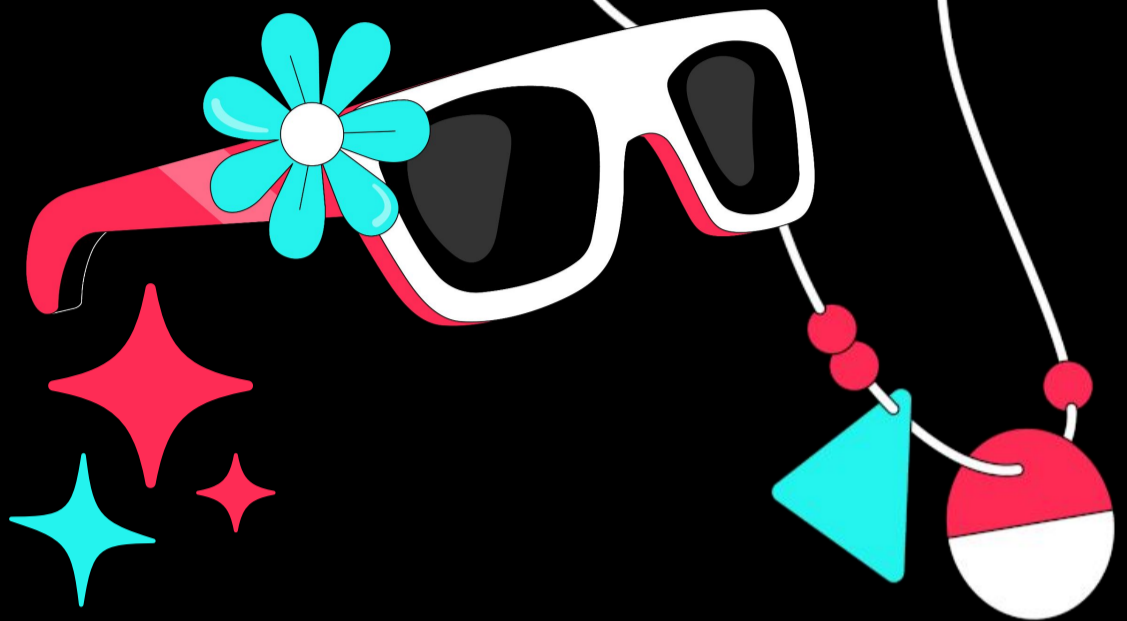
TikTok for Business

Get Ready With TikTok!

Fashion Playbook 2025



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01 ✨

Try-On Haul

**Fashion macro trends
& strategy**

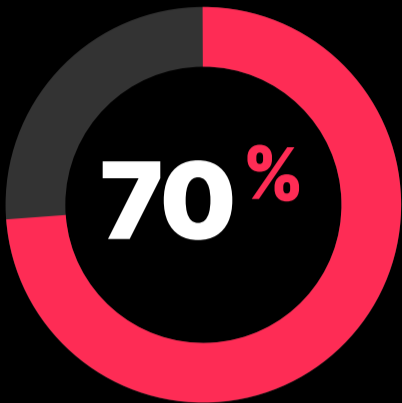


Welcome To The Style

Revolution

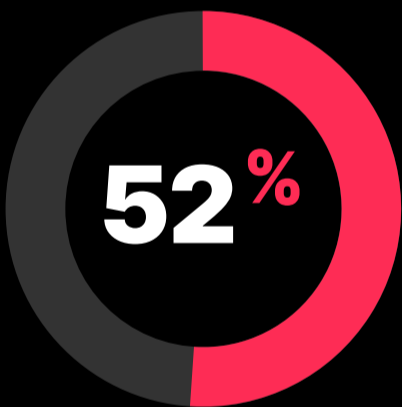
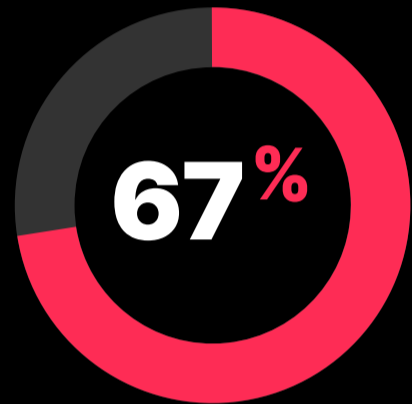
has taken over the fashion world last season. The style world is flipping the script as one-of-a-kind serves and authentic fits become the ultimate flex.

Global Fashion Has Spoken:









70% of global consumers **have altered their fashion or style as a result of the advice** from smaller fashion creators.

67% of global fashion consumers **prefer small designers because they perceive them to be more authentic and unique,** when compared to larger brands.



52% of ME consumers **value brands that offer unique, handcrafted products.**

What's Trending RN:*

-  **Mass Fashion Getting Ghosted:**
Core personality > core wardrobes
-  **Thrift Flip Era:**
Vintage and secondhand have become the main character
-  **Micro-Designer Glow-Up:**
Small brands over big corps
-  **Slow Fashion Standup:**
"Buy less, buy better" crushing fast fashion hauls
-  **Aesthetic Niches Are In:**
Cottagecore, dark academia, and y2k supremacy
-  **Green Girl Summer:**
Sustainable style checking the eco-box for Gen Z

02 ✨

Wardrobe Glow Up

**The Fashion
opportunity on TikTok**



TikTok Means Fashion

TikTok is home to the fashion obsessed. It's where style discovery feels like friends sharing their latest obsessions—creating a vibe that turns browsers into buyers.

Why TikTok Passes the Fashion Vibe Check:

VIBEY
VIBEY
VIBEY

56%

of users — and —

67%

of creators feel closer to brands they see on TikTok.

71%

of users expect information on the best Eid deals (including Fashion)



FOLLOW

50%

of Gen X TikTok users leverage the platform to learn more about new products or brands.



The Entertainment Factor

1.2x

TikTok is seen as 1.2x more entertaining than other social platforms

The Authenticity Factor

1.6x

TikTok is 1.6x more likely to create shopping moments that feel natural vs. shopping directly on marketplaces



Style Tribes To Know:

The Trend Hunter

Fashion enthusiasts who stay on top of trends but hate seeing everyone in the same looks. Always searching for capsule collections and limited editions from their favorite brands.

59% of American Gen Z shop local to access more unique products

59%

The Emerging Spirit

Shoppers who value uniqueness above all else. Always scouting for new creators who can introduce them to different brands and styles.

52% of ME consumers value unique, handcrafted products

52%

The Vintage Voyager

Fashion lovers excited to find and upgrade vintage gems, adding their own unique touch to create one-of-a-kind styles.

88% of fashion consumers prioritize individuality in their style choices

88%

The Conscious Curator

Sustainability advocates who believe fashion should make a difference. Invested in eco-friendly brands and circular fashion communities.

67% of global fashion consumers prefer small designers for their authenticity

67%

TikTok Is Where Style Goes Viral

Creating Fashion content on TikTok is your ticket to:

1

Catching eyes in a feed full of fashion fans hunting for their next retail obsession

2

Unleashing performance without limits—TikTok rewards creativity over big budgets

3

Build a community that's actually engaged, just waiting to like, share and buy



03 ✨

Fit Check

**Your brand belongs
here on TikTok**

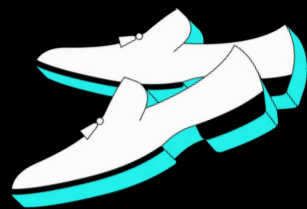


Stitch your TikTok success

story

Get into the fashion scene on TikTok?

Pick the path that fits your brand's style:



Zero hassle calling your name? Pick Smart+:

Smart+ is the ultimate fashion time-saver that looks simple but works overtime:

- ◆ Create multiple ad groups reaching fashion-obsessed audiences everywhere
- ◆ Use AI to clock which creative vibes are landing with different crowds
- ◆ Automatically boost your winners and quietly retire the flops
- ◆ Delivers 36% better performance than doing it all manually (yes, really!)

Want full creative control? Pick Manual

Take matters into your own hands—follow these easy steps to craft your TikTok presence:



01 Create Your Ads Manager Account

Start building your fashion presence! Visit getstarted.tiktok.com and set up a payment method to start creating ads.

02 Thread Your Data Together

Pixel up your style game! Track how shoppers interact with your fits, connect with Shopify or one of our other eCommerce Partners, and follow the whole journey from browsing to checkout. [Read more >](#)

03 Find Your Fashion Crowd

Go broad with targeting for two weeks – let TikTok’s algorithm find your fashion tribe while you focus on serving looks. Custom audiences can wait until you’ve built some momentum.

04 Budget Like A Buyer

Invest at least 50 USD or 10X your target Cost Per Acquisition daily to get noticed in a crowded feed. Optimize for those sweet, sweet purchases, and use Website Conversions to track your ROI – because looking good shouldn’t cost your entire marketing budget.

05 Vibe Check Your Content

Use TikTok’s toolkit – think trending sounds, text that pops, and engaging effects. Show real people in real clothes for content that feels as authentic as your brand.

06 Alter & Enhance

Give your campaigns runway time (at least 7 days) before making changes.

Runway to Revenue

Fashion's digital transformation just got a major upgrade. Showcase your entire collection with Smart+ and Catalog Ads – the effortless way to turn style into sales.



Data Connections

- ◆ Use TikTok Pixel to track website events and ad performance so you know exactly what's working (and what's not)
- ◆ Easily integrate with e-commerce platforms like Shopify
- ◆ Get a full customer journey picture by tracking multiple events: View Content, Add to Cart, Complete Payment
- ◆ Set up product feeds to showcase your fashion catalog

Catalog Ads

Catalog Ads are the best way to turn your lookbook into a selling machine:

- ◆ Turn your product catalog into scroll-stopping ads that drive actual sales
- ◆ Match your hottest pieces with shoppers who'll actually want them
- ◆ Create dynamic displays that make your fashion pop on the FYP
- ◆ Build personalized shopping moments that convert browsers to buyers

The Ultimate Collab

For brands who want efficiency and effectiveness without the extra work, let this fashion power duo do the heavy lifting! When Smart+ meets Catalog Ads, expect:

- ◆ One streamlined campaign interface with AI working behind the scenes
- ◆ Your entire collection automatically optimized based on performance
- ◆ Smart+ mixes and matches your videos, Ad texts, and call to actions, then scales the best performing versions
- ◆ No more creative fatigue (where your audience gets bored of seeing the same content) – your catalog stays fresh with automated rotation
- ◆ Real-time optimization that shifts budget to your hottest styles automatically



→ PRO TIP

For maximum impact, start with a daily budget at least 10x your historical CPA and let it run for at least 7 days to identify your runway winners.

04



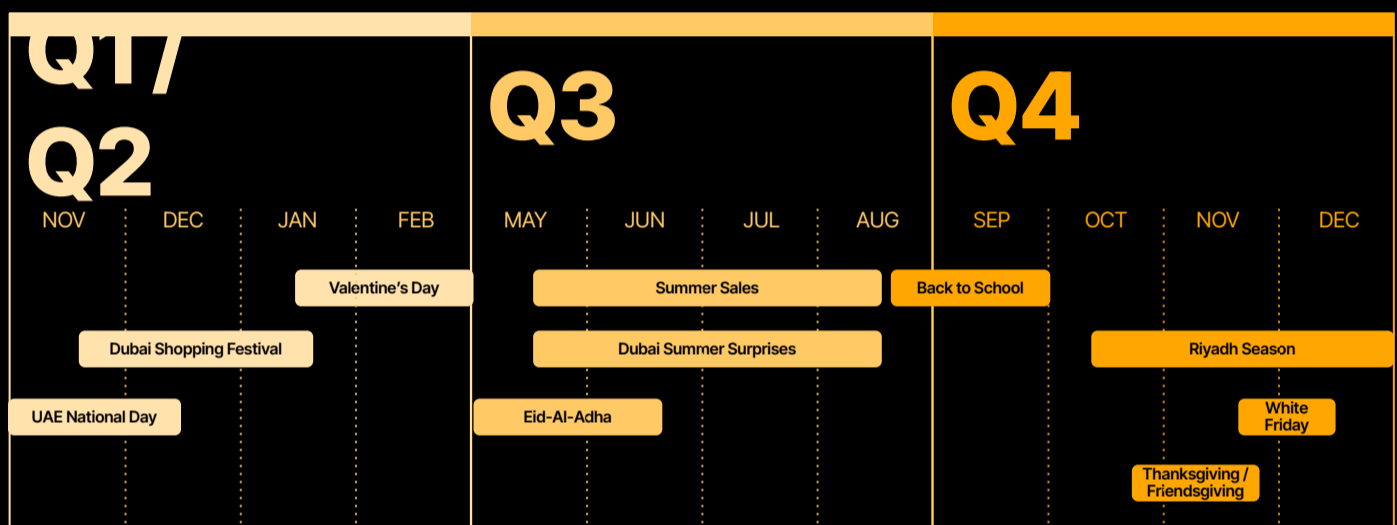
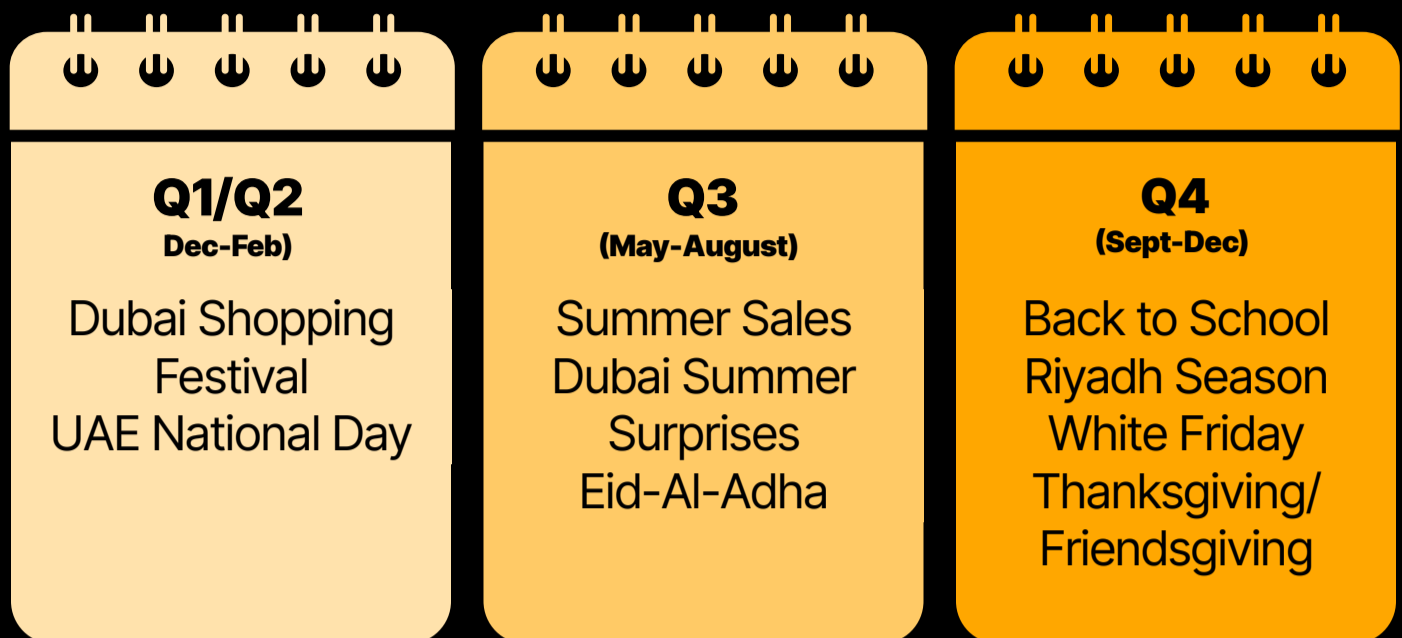
Plan The Look

Your 2025 Media Plan



Your 2025 Fashion Media Plan

Create a TikTok media plan that's optimized for key style moments, like Eid and Shopping Season, to maximize impact and extend reach throughout the year.



→ Signals and audiences collected can be leveraged throughout the year.

BUILD UP:

Get ready for peak by setting up TikTok Pixel, test creative and audiences to hone your strategy for maximum impact.

FASHION PEAK:

Increase budget and launch all key creatives during key moments in the fashion calendar (think Eid and Dubai Shopping Festival), to target eager shoppers and maximize sales.

ALWAYS ON:

Don't stop when you're winning! Build on your audience base and collect data to lay the foundations for next year's peak season while consistently hitting business goals all year long.

Flex Your Fashion Hashtags:

#Shopping

##مهرجان_دبي_للتسو

#DubaiFestival

#الجمعة_البيضا

#RiyadhSeason

#موسم_الرياض

Use our TikTok content calendars to plan what key seasonal moments you want to align with on TikTok.




05 ✨

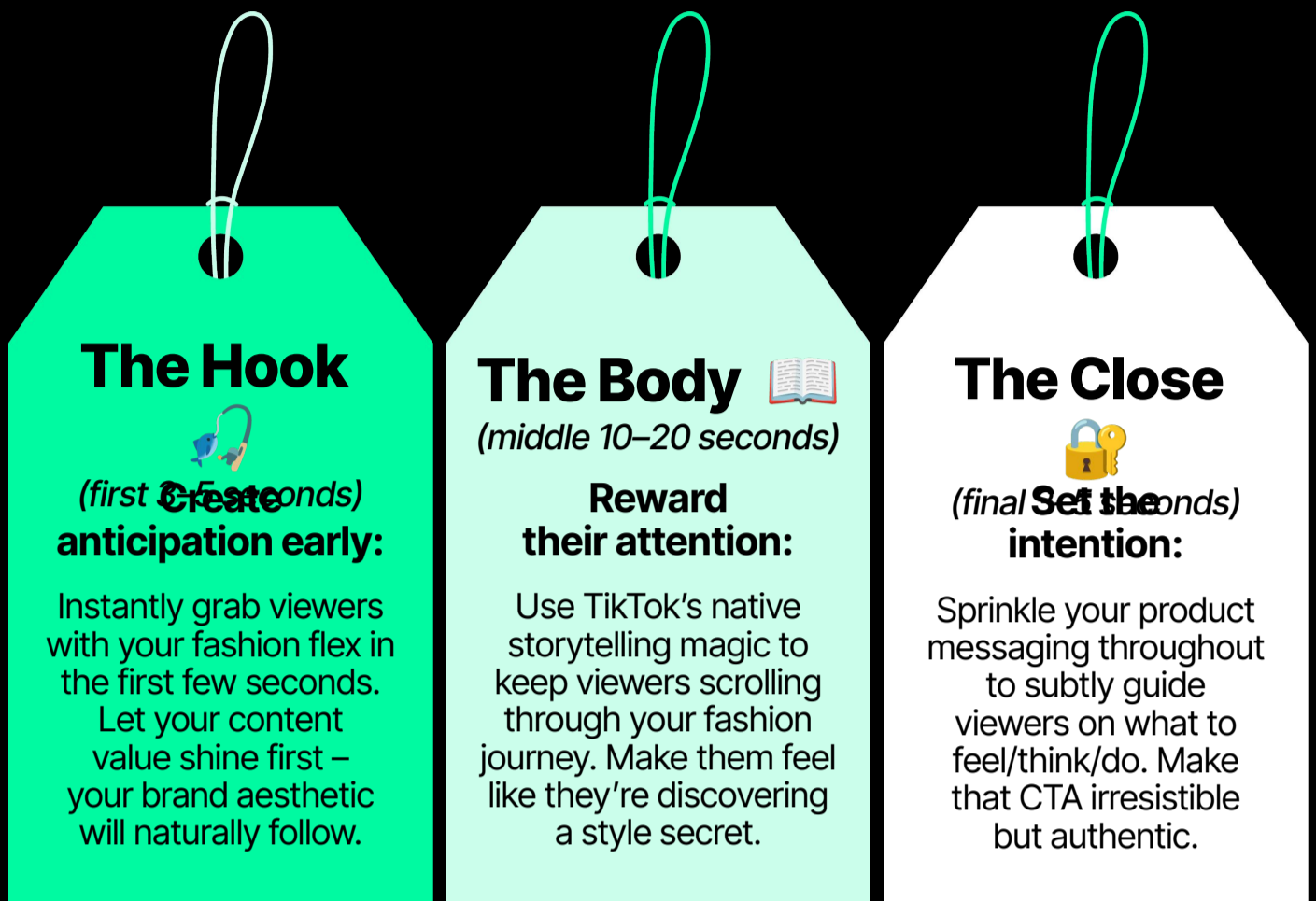
Style Hacks

**Creative tips to
make engaging
TikTok content**



Your Fashion Content Formula

 Focus on grabbing attention, conveying value, and driving action with these fashion-forward approaches:



POPULAR NARRATIVES



UNIQUE NARRATIVES



Try-On Hauls – Capture that fresh-package excitement and show your 'fits in action to make viewers hit add to cart

Designer POV – Tell your brand story from behind the seams

Community Love – Feature real customer try-ons to build trust and FOMO

Style Vlogs – Show how your pieces integrate into daily life

Style Variety – Showcase multiple colors/sizes so followers know there are options for everyone

Seasonal Fits – Connect your products to holidays, festivals, and key fashion moments

Fashion Lists – Break down benefits and unique selling points in a quick, scrollable format

Expectation vs. Reality – Compare website images with real-person styling for authenticity

Fashion Content Hacks

TikTok has the right tools to support you across each step of the creative journey.

Kickstart ideation on Creative Center

ads.tiktok.com/business/creativecenter

Looking for inspo that actually converts? Dive into:

- ◆ Top Ads Dashboard – Study the most successful fashion ads to spot what’s engaging shoppers and driving sales
- ◆ Keyword Insights – Discover trending fashion terms your audience is already searching for to make your content instantly relevant
- ◆ Creative Tips Finder – Transform basic fashion content into high-converting videos with platform-tested techniques specific to apparel and accessories

Your brand TikTok One*

No time? No problem! TikTok One brings together all our creative tools in one place to help you create scroll-stopping fashion content at speed!

- ◆ **Creative Center**
Feed your fashion creativity with the biggest trends, top-performing ads from your industry, and AI-powered creative tools at your fingertips.
- ◆ **Creator Marketplace**
Connect with style influencers and find the perfect fashion creator to produce your next TikTok video.
- ◆ **Get started on TikTok One today:**
Visit ads.tiktok.com/creative

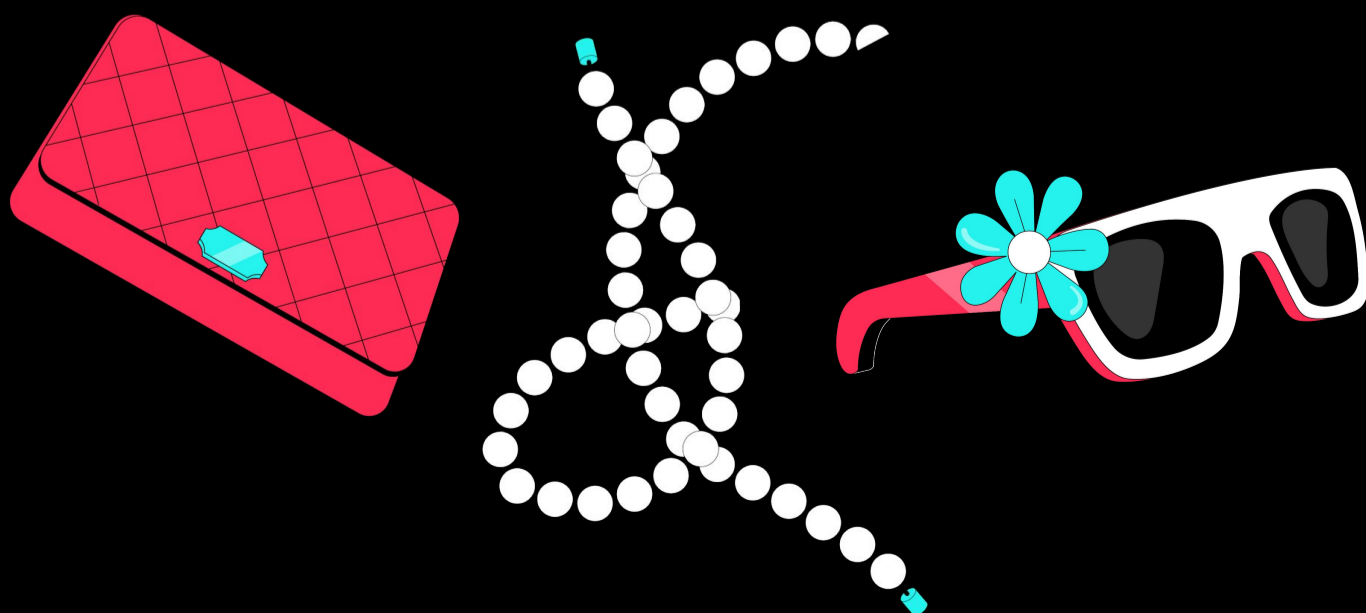
*TikTok One available in: KSA, UAE, TR, EG

Find your competitive edge:

- ◆ Hottest TikTok Trends – Jump on viral fashion challenges before your competitors and boost organic reach by 3x
- ◆ Perfect Sound – Pick tracks that Gen Z and Millennials are already vibing with to make your fashion content feel native and authentic
- ◆ Product Showcase – See exactly which fashion items (handbags, shoes, accessories) are generating the highest engagement and conversion rates

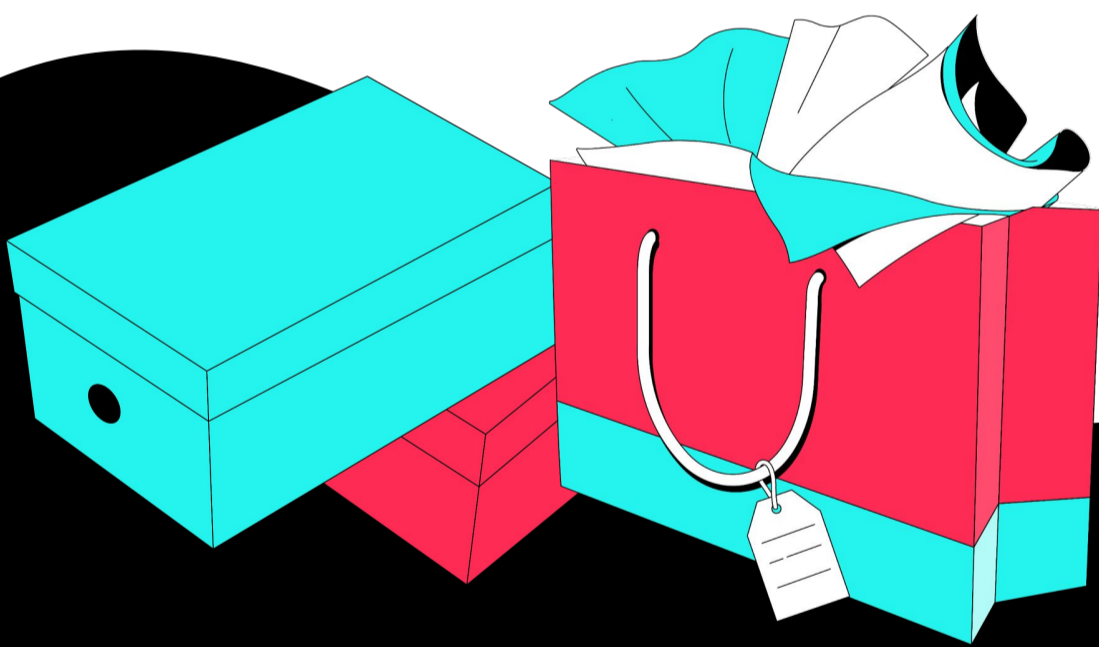
10 Quick Tips for Fashion TikToks that Convert:

1. Know your style tribe – Streetwear besties hit different than luxury lovers. Match your energy to your audience
2. Be authentically you – No one wants corporate vibes. Show your brand's real personality and watch your watch time skyrocket by up to 22%
3. Squad up for content – Get your whole team in on the brainstorm sesh for fits and transitions that feel relatable
4. Hop on trends, but make it fashion – That viral sound + your unique style twist = instant algorithm love
5. Full-screen or no screen – Your OOTDs deserve the spotlight! Full-screen content gets up to 40% more eyeballs
6. Sound on, engagement up – Silent fashion content? So last season. Sound-on videos drive 2x more add-to-carts!
7. First 6 seconds = everything – Hook 'em fast or they're scrolling to your competition
8. Keep it real with phone footage – Overproduced = overlooked. Clean phone shots feel more authentic (just keep it crisp!)
9. Buddy up with Creator collabs – Fashion creators already know how to make your pieces pop for up to 5x the engagement
10. Text + transitions tick all the boxes – Help viewers catch the vibe with on-point captions and smooth transitions between looks





Thank you



Reach out to your **TikTok Account Manager** to style up your advertising strategy today.

Not advertising with us yet? Sign up to **TikTok Ad Manager** to get started.