

How Influencers Are Redefining Summer Style: Top Fashion Trends Taking Over Social Media



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There's a certain "soft power" that comes with summer. Perhaps it has to do with the season following spring—a time of rebirth—where we emerge from hibernation, pull our socks down, and swap our warm jackets and cozy sweaters for something that invites a little more breeze in. Every year, we go through cycles, so stasis is never a long-term option. As the world proceeds, so does fashion. But that's where we find our strength in fashion because it has the power to influence, redefine, and transform. It shapes how we see ourselves, how others perceive us, and most importantly, how we feel in our own skin—and that's exactly how influencers are

redefining summer style.

Understated Luxury: Elevated Casual Wear

Fashion takes us places so what you wear should move in unison with your body in a windswept motion. Influencers have found a way to bring the concept of “elevated casual” to life, redefining casualwear with a blend of comfort and sophistication. This trend embraces polished and effortless pieces that work in various scenarios because the last thing you want in the summer is to feel weighed down. Many TikTok and Instagram influencers are styling oversized button-ups over swimwear, pairing wide-leg trousers with cropped tanks, and even layering lightweight knitwear for cooler summer evenings. The key to investing in [elevated casual clothing](#) is to look for soft, fluid, and versatile pieces so you can move in a light and delicate state.

Trending Essentials to Add to Your Summer Wardrobe

- **Flowy linen pants** — Investing in linen pants with endless versatility is game-changing. You can pair them with a fitted tank for a relaxed beach outfit or dress them up with a structured blouse and sandals for an elevated look.
- **Oversized blazers** — Influencers have unlocked the power of blazers, and have found a way to use them all year round. For summer outfits, neutral shades like beige, white, or soft pastel blazers are perfect for layering over dresses or crop tops, adding a modern and understated touch for evening dinners.
- **Minimalist two-piece sets** — Matching linen sets are always an effortless way to have a “put-together” aesthetic without compromising comfort.



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The Art of Statement Tops

Being able to express yourself through fashion is an art that's often overlooked—it is a celebration of individuality and self-expression, and influencers are ditching perfectionism in favor of something bold and more playful. You don't have to renounce your current style to always be on the latest trend, so [trendy boutique tops](#) are a perfect way to step outside your usual go-to's without changing your entire wardrobe. Many influencers are proving how your wardrobe staples can pair with the right statement piece, mixing and matching standout tops with simple pieces like high-waisted jeans or denim cutoffs. For the hotter days, floaty midi skirts or lightweight wrap skirts are a good complement to ruffled blouses, corset-style tops, or simply breezy sheer fabrics.

And of course, color matters—so considering how [summer trends](#) lean towards sunset-inspired hues, colors such as coral, tangerine, and golden yellow always make for a strong top. [Vogue's](#)

[Summer 2024 Fashion Trends](#) is a good guide to the trending histories of patterned tops, and might even inspire you to consider adding abstract swirls to your wardrobe.



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A More Natural Approach to Style

Perhaps one of the newest waves of minimalism on social media is the barefoot aesthetic. It's sort of a paradox in itself—being barefoot while wearing shoes or socks, but somehow influencers are making it work. Inspired not only by minimalistic designs, health and wellness have also taken part in influencing people to invest more in quality materials that [your skin deserves](#). The barefoot aesthetic is all about making you feel grounded, and [barefoot socks](#) are a unique take on footwear design aimed to mimic the benefits of walking barefoot. The best part is that they pair effortlessly with sandals for summer.

The Real Secret to Fashion

Fashion, at its best, should be fun—yet it's easy to forget that when you're trying to keep up with

all the trends on social media. Thankfully, influencers can help filter out what's truly in style and what's on its way out, making it easier to understand and [navigate the cultural shifts in fashion](#). The real secret to fashion isn't just about following trends but knowing when to embrace them and when to stick to your personal style. So whether you're drawn to elevated casualwear or bold statement tops, or simply interested in trying out fun barefoot trends, the key is to wear what makes you *feel* good.