



4th Global conference on Business, Management and Marketing

20 - 22 February 2026

London, United Kingdom

The New Orchestration of Style: Digital Platforms and the Fashion Innovation Ecosystems

Sandra Sofia Huayanay Roman

Euncet Business School /Polytechnic University of Catalonia, Spain

Abstract

The fashion industry has reached a definitive tipping point in 2026, transitioning from a linear “push” model to a complex digital innovation ecosystem. This paper argues that the traditional brand-consumer duality is no longer the primary unit of market analysis. Instead, focus must shift to platforms as orchestrators, and as the central nervous system of global style. In this paper, we analyze how these orchestrators govern in “the new rules of innovation” through algorithmic curation and data-driven infrastructure. Through case studies of TikTok’s virality, and Farfetch’s curation, we demonstrate that brand resilience in 2026 is determined by Ecosystem Fluency: the ability to engage in real-time with decentralized actors, including creators, and AI driven agents.

Our findings suggest that the most successful “first-place” brands have ceased acting as mere sellers, instead becoming active participants in a value web that prioritizes algorithmic relevance and co-creative agility. This study provides a strategic roadmap for a strategic roadmap for navigating market fragmentation and uncertainty, concluding that in an era of algorithmic governance, the orchestration of collective intelligence is the only sustainable path to market leadership.

Keywords: Brand Resilience; Digital Content Creation; Algorithmic Governance; Data Driven; Market Leadership.