



blogging for the boys

When Matt Jordan first starting working in digital media, he never imagined that writing a blog specialising in footwear would open up a whole new world of fashion and a promising career. The decision to start a blog stemmed from a personal interest in fashion combined with an extensive knowledge of footwear and consequently, Imelda.com.au was born.

Only six months into the first year of running the blog, Matt noticed a significant increase in web traffic to the site along with an overwhelming response from the public. The blog became so successful that Matt had to scale back on his day job to focus on Imelda.

According to Matt, the Australian marketplace was not very responsive to his blog when approached and they weren't willing to get involved. "I think this was because they didn't understand the benefit of having exposure online," he explained. So Matt decided to make his own opportunities with the overseas market. "I received a positive response from international designers in particular and offered to interview them for exclusive stories," said Matt. And this sits well with the readers of Imelda, with most of them tuning in from abroad. "Fifty per cent of my audience is international so I need to cater for everyone."

Following a few years of successful blogging, Matt was invited by Sony to a launch of a new SLR camera. After trialling the camera during the Melbourne Spring Fashion Week, Sony spoke to Matt about the possibility of extending his lease time to expand on his work. The only thing Matt had to decide was what to photograph. "I weighed up whether my readers would

see street style photography as added value or a distraction", he explained. But after three years of blogging about footwear alone, Matt felt it was time to try something new. "I felt the need to experiment with something different so I changed my focus to people instead of limiting myself to footwear," he said. This is how his newest blog on men's street style, The Style Tyrant, came to life.

From blogging, other opportunities have emerged for Matt. Leading online fashion industry resource WGSN approached him to write as an Australian correspondent and commissioned him to shoot at Rosemount Australian Fashion Week. Matt also collaborated with Brisbane designer Jean Brown where they created a retailer installation in the form of a window display that portrayed a physical representation of the Imelda blog. Matt admits that his significant web presence has helped shape his reputation. "It has helped me to stand up against mid-market amateurs and has given me more credibility in mainstream media," he said.

So far, there is no one in the Australian market that does what Matt does. His ability to fulfil a niche market in men's fashion blogging has proved that doing something different can work. Pre Global Financial Crisis, Matt noticed that men's fashion was on the rise and that men were making up a significant portion of the market. "I noticed a gap in the market and started to think about ways to do something unique in men's fashion," he said. Matt strongly believes that men's street style is underrepresented in the blogging category and was determined to debunk the misconception that men are devoid of style.

With a blog that reaches between 2,500 to 3,000 web hits on an average day, Imelda.com.au has certainly

offered Matt an exciting journey through a career in fashion. Of course, he's already working on his next big project and is currently putting together a proposal for a book after being approached by a publisher last year. Without being able to give away too much, Matt can reveal that the concept will be based around men's street wear. "It'll be something along the lines of transferring the content seen on The Style Tyrant, from a blog to a book format," he said.

Matt's success has stemmed from being open to opportunities but also knowing his limitations. "You can't do everything and sometimes you do have to say no if you want to do what is best for you," he said. He claims he would be reluctant to take on an assignment to photograph at fashion week because this is when people are intentionally dressed up, looking pretty and expecting the cameras to be out. Matt's true passion lies in engaging with real people and working in natural light when photographing.

'When you see the birth of trends, is what shooting real street style is all about'

Visit the blogs: www.imelda.com.au
www.thestyletyrant.com

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