**The online broadcast of fashion trends: MPDClick website as a case of study**

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The convergence scenario between telecommunications and informatics connects the whole world. The known as network society is so configured, promoting other communicational dynamics and formulating new relations of space and time. Inserted in such a context, marked by the changes in communication processes, companies of trend and fashion forecasting can count with a new range of media supports and channels, which set a new reality to the exchange of information. This paper aims to critically consider how trend information, eventually target to fashion products, is broadcasted in an online network. The paper makes usage specifically of the web site Mudpie D Click to exemplify the change of support media of trend reports or trendbooks, whose printed versions were replaced by digital versions, published online.

The current challenge in the world of fashion is a better usage of hypermedia to the vehiculation of specific contents. In the website used as the object of this research was possible to observe the organization of trends focused on fashion companies. The hypermediated context implies that multimedia channels should be used in an interactive, conjugated and complementary way. Because the various information sources influence directly the content, as well as the social and cultural behavior of the users.

From a general perspective, there is a shared and and complementary coexistence in the digital and material processes of information and knowledge of fashion trends dissemination. Some are still conveyed in traditional medias, such as printed trendbooks and report, meanwhile, others employ hypermedia, supported by digital platforms online.

Due the descriptive research paired with theoretical foundation, was possible to identify that there is still a long path to travel in the efficient transition process of fashion information from print to hypermedia. For this last has not been explored and developed in all its potential, especially regarding the flexibility of the offered products, so that is able to users to enjoy all positive aspects of full interactivity.