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How many hashtags to use?

Luckily for certain reasons, and unluckily for greedy users, Instagram has restrictions on the number of hashtags per post, which is 30 hashtags. Truly speaking, 30 is more than a good number: I can't imagine how bizarre would the Instagram look with unlimited hashtag allowance.

If you are a new Instagram user with few followers and you try to increase your audience, I would recommend you to put as many hashtags as you find reasonable for your post (withing allowed 30, of course). Do not afraid to overdo it. The only drawback of it is that it creates a poor impression of a "follower-hunter" among big Instagram accounts, however for the first stage the need to get more followers wins over the branding.

Later on, when you hit a quite good number of followers, let's say more than 20,000, it would be more professional to limit yourself to 3-5 hashtags per post. It will speak of your prestige of an established Instagram user and blogger.

So, now when you know your limits, let's see the most popular hashtags in Instagram's fashion world that many bloggers referred to while creating their Instagram empire.

POPULAR HASHTAGS FOR FASHION BLOGGERS

As a blogger, you might have your own specialization into a certain area of fashion industry. For every area there are certain hashtags to use. For example, if you are a beauty blogger, your main hashtags would relate to beauty items, such as #beautyproducts #beautyblogger #beautycare #beautyguru etc.

However, before narrowing down let's have a look at the common hashtags that are universal for anyone related to the fashion and style. The ones in **bold** are the most popular hashtags with more than 50 million posts.

HASHTAGS FOR THE IMAGES RELATED TO STYLE AND FASHION

#fashion

#fashionista

#fashionblogger

#fashionblog

#fashionable

#fashionstyle

#ootd

#ootdmagazine

#ootdshare

#style

#styles

#styleblogger

#styleblog

#streetstyle

#streetwear

#streetfashion

#fashioninspo

#styleinspiration

#inspo

#trend

#trendy

#trends

#trending

#trendalert

#photooftheday

#styleoftheday

#stylegram

SPECIFIC HASHTAGS FOR MALE BLOGGERS ONLY

#menswear

#mensfashion

#menstyle

#mensstyle

#menfashion

#ootdmen

HASHTAGS FOR PARENTS AND KIDS

#mummyanddaughter

#mummyandson

#mummyandme

#minime

#daddyandson

#daddyanddaughter

MOST POPULAR COLOR HASHTAGS

#pink

#blue

#red

HASHTAGS FOR IMAGES FEATURING OWN OR SOMEONE'S OUTFIT

#me

#outfit

#outfitoftheday

#outfits

#outfitpost

#outfitinspiration

#look

#lookbook

#lookoftheday

#todayiwore

#whatiwore

#lovethislook

HASHTAGS FOR FAVORITE ITEMS

#love

#fallinginlovewith

#likeit

#instalike

HASHTAG FOR A NEW POST ON A BLOG

#newpost

HASHTAGS FOR FASHION EVENTS

#fashionweek

#fashionweekend

#fashionweekparis

#nyfw

#fashionweekberlin

#pfw

#mfw

#lfm

#haute couture

#fashionshow

HASHTAGS FOR BEAUTY BLOGGERS

#beauty

#beautyblogger

#beautycare

#beautyqueen

#beautyblog

#beautyguru

#beautyproducts

#beautyaddict

#beautytips

#makeup

#makeupaddict

#makeuplover

#makeupforever

#makeupbyme

#makeupoftheday

#makeupgeek

#hair

#hairstyle

#haircut

#haircolor

#grannyhair

#pastelhair

#rainbowhair

#rainbowhaircolor

#hairsyles

#hairdo

#ombrehair

HASHTAGS FOR JEWELRY

#jewelry

#jewelryaddict

#armswag

#armparty

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