

## Fashion Marketing

\* Prof. Dr. D.M. Khandare<sup>1</sup> and Dr. Mitesh Hanwate<sup>2</sup>

<sup>1</sup> Professor, SCMS, SRTMU, Nanded.

<sup>2</sup> HOD, Indira Institute of Management Sciences, Nanded.

### Abstract:

Fashion might be thought of as a popular trend and commonly used to refer to styles of dress and ornamentation, but the term can be applied to manners of writing, performing, speaking, and behaving, as well. Synonyms include, but are not limited to, vogue, craze, trend, and fad. While there is a great deal of smart non-academic discourse on fashion, there are also contexts of fashion that are highly academic in nature. Fashion reflects culture, time periods, evolution, and social status in addition to serving important functional attributes. More importantly, fashion is a cultural reflection of how people think, who they are, and serves the function of being non-verbal communication method Fashion topics, as innate elements of the humanities, carry with them the potential to be applied to cross discipline analysis.

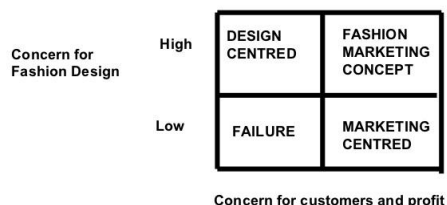
Key Words - Fashion, ornamentation, vogue.

### 1. Introduction

Fashion is both an expression of art and of culture. Fashion marketing is the application of a range of techniques and a business philosophy that centers upon the customer and potential customer of clothing and related products and services in order to

Meet the long-term goals of the organization. It is a major argument of this book that fashion marketing is different from many other areas of marketing. The very nature of fashion, where change is intrinsic, gives different emphasis to marketing activities.

#### The Fashion Marketing Concept



fashion design and marketing can be seen above. In the matrix in the above Figure it can be seen that low concern for customers, profit and

design leads to failure. This occurs as a consequence of overestimating design ability while disregarding customers' preferences and the need for profit. The fashion marketing concept attempts to embrace the positive aspects of high concern for design, customers and profit by recognizing the interdependence of marketing and design. If designers understand how marketing can enhance the creative process and marketing Personnel appreciate that within the fashion industry design can lead as well as respond to customer requirements, progress can be made.

#### Objectives –

1. To study how fashion marketing can help fashion industry.
2. To study functions of fashion marketers.
3. To study fashion product & services.

#### Research Methodology

4. This paper is basically descriptive and analytical in nature. In this paper an attempt has been taken to analyze the empowerment of women in India. The data used in it is purely from secondary sources according to the need of this study.

5. Data Collection: Therefore the use is made of secondary data collected primarily from journals, articles, online database, websites or newspaper etc.

### **1. Fashion marketing an aid to fashion industry -**

The vast output and profits from the fashion industry come not from the designer collections seen on the catwalk but from items sold in high street stores. Even so, the designer collections are given extensive coverage in the fashion press where each season more than 250 collections are reviewed within a matter of weeks. Reporting and promotion of these collections are suffused within hyperbole, excitement and genuine enthusiasm by many who attend, the catwalk exhibitions being viewed with a range of perceptions from incredulity to sheer entertainment. However, few people see the direct link that some less experienced commentators assert exists between the garments on the catwalk and 'what we will all be wearing next season'. The main concern of fashion marketers is therefore the design and sale of garments to the majority of the public, will concentrate on high street fashion rather than haute couture. Many people in the fashion industry have aspirations to run their own business. Indeed, the industry is characterized by many small firms and regrettably many failures.

### **2. Functions of fashion marketers**

#### **➤ Fashion marketing research -**

A fashion marketing researcher may investigate the market shares of competitors and in those shares. Through a group discussion with potential consumers they may discover that a possible brand name has negative connotations and needs rethinking.

#### **➤ Fashion product management -**

A design manager may be concerned with producing a range of shirts for a major retailer. The shirts must co-ordinate with other garments such as jackets, trousers and ties, all of which

may be provided by other manufacturers. The design manager must collect and pass on information to ensure that designers are adequately briefed.

#### **➤ Fashion promotion -**

A manufacturer of corporate work wear may have produced a range of clothes suitable for staff working in small independent restaurants. After careful research and planning the manufacturer may decide that a brochure is needed as part of the promotional effort. The brief to be given to the person preparing visual and textual material for the brochure will include an estimate of the number of brochures needed and a list of addresses – essential fashion marketing tasks.

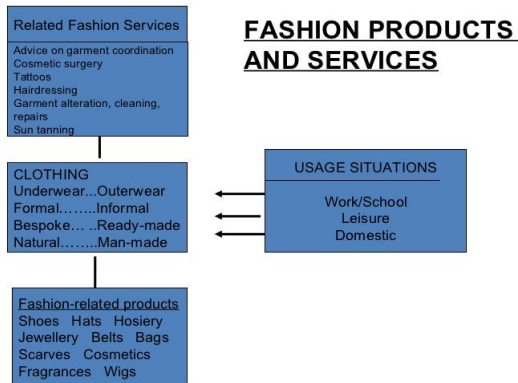
#### **➤ Fashion distribution -**

An owner of a retail outlet selling her own specially designed millinery wishes to expand. She needs to research a few options including franchising her business, obtaining concessions in selected department stores and linking with a leading women's wear designer to produce new complementary ranges each season. Marketing research and analysis of the status of the business along with the preparation of a future marketing strategy are the major fashion marketing activities needed here.

#### **➤ Fashion product positioning and pricing -**

A major retailer discovers that a competitor is selling imported silk lingerie similar in design and quality to its own, but at prices that are 20% lower. A fashion marketing decision must be made about the positioning and pricing of the product, taking into consideration the strategic goals of the company as well as the price sensitivity of its customers.

### 3. Fashion product & service-



exercise of creative design skills which result in products that range from the basic to the rare and elaborate. The creative design personnel provide part of the mechanism by which the industry responds to the need for change. At the same time the ability to identify products that the customer needs and will buy is also essential to the industry. Marketing can help to provide this additional knowledge and the skills needed to ensure that the creative component is used to best advantage, allowing businesses to succeed and grow.

### Conclusion:

The continual change, i.e. fashion, involves the

### References –

- Baker, M.J. (2007 trends), *Marketing Management and Strategy*, 4th Revised Edition, Palgrave macMillan, Basingstoke.
- Barthes, R. (2006), *The Language of Fashion*, Berg Limited, New York.
- Brassington, F. and Pettitt, S. (2006), *Principles of Marketing*, 4<sup>th</sup> Edition, Financial times/Prentice Hall, London.
- Costantino, M. (1998), *Fashion Files: Marketing and PR*, Batsford, London.
- Davis, F. (1994), *Fashion, Culture and Identity*, University of Chicago Press, Chicago, IL.
- Hines, T. and Bruce, M. (2006), *Fashion Marketing: Contemporary Issues*, 2nd Edition, Butterworth-Heinemann, Oxford.
- Jones, R. (2006), *The Apparel Industry*, 2nd Revised Edition, Blackwell Publishing, Oxford.
- McDowell, C. (2003), *Fashion Today*, Phaidon Press, Oxford.
- Tomlinson, A. (1990), *Consumption Identity and Style: Marketing Meanings and the Packaging of Pleasure*, Routledge, London.
- Tungate, M. (2005), *Fashion Brands: Branding Style from Armani to Zara*, Kogan Page Ltd, London.