

Exploring Fashion Brand Styles and Marketing Strategies

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Abstract:

The background of the study shows that in today's booming fashion industry, brand style and marketing strategy have become key factors affecting the competitiveness of brands, and their importance is becoming more and more prominent. With the diversification of consumer demands and the intensification of market competition, how to build a unique brand style and formulating effective marketing strategies have become the keys to enhancing the competitiveness of fashion brands. The purpose of this paper is to explore the style construction and marketing strategy of fashion brands and to analyze the cultural, market, and consumer behavior factors behind them. It compiles relevant theories and research results for literature review; selects three famous overseas fashion brands as research objects and conducts a systematic case analysis. The success of a brand is shaped by the mutual promotion of a fashion brand's unique style and flexible and skillful marketing strategy. At the same time, to stand out in the competitive market, fashion brands must constantly innovate their styles learn to be flexible and modify their use in marketing strategies. This not only helps to improve brand image and awareness but also enhances consumers' brand loyalty and willingness to buy.

Keywords: Brand style; marketing strategy; brand competitiveness.

1. Introduction

This study focuses on exploring the close connection between style construction and the marketing strategy of fashion brands. Brand culture determines the brand style, and it is also an important part and core element of marketing strategy, which can be regarded as the output result of marketing strategy, and is continuously shaped and improved under the

guidance of marketing strategy. Marketing strategy is the planning and action program developed to achieve the brand objectives [1]. With the sustained and rapid development of the economic level of modern society and the improvement of people's income level, people's material life has been greatly satisfied, the level of consumption has been upgraded, and the concept of consumption has also greatly changed, and people have begun to pay more atten-

tion to the quality of consumption and experience [2]. In the increasingly prosperous fashion industry today, the fashion industry, especially the fast-fashion industry, has brought about the rapid consumption of the products and elimination of the products, which has triggered a series of serious consequences [3]. This makes brand style and marketing strategy a key factor in determining whether a brand can stand out in the market. The style of a fashion brand is not only the external image of the product, but also a profound reflection of its brand history, culture and values, while the marketing strategy plays a decisive role in the construction of the brand culture, and also determines how the brand can transfer these unique values to consumers, thus establishing a deep brand loyalty. Therefore, exploring the style construction and marketing strategy of fashion brands is of great significance in understanding the operating mechanism of the fashion industry as well as guiding branding practices. This study is very meaningful in revealing how fashion brands win consumers' favor by constructing unique styles and developing effective marketing strategies, as well as how they stay ahead in the competitive market. This study focuses on two specific aspects of fashion brands' style construction and marketing strategies, exploring the historical and cultural factors, designers' concepts, and market trends behind the construction of brand styles, and analyzing how marketing strategies can accurately and effectively convey brand styles to target consumers and how they can stand out in the market. In order to explore this topic in depth, this study uses the literature analysis method to find and read relevant information and literature, combing the relevant theories and research results of fashion brand style construction and marketing strategy, and at the same time combining with the case study method, selecting famous foreign fashion brands as the object of the study, and systematically analyzing their style construction and marketing strategy. In addition, the questionnaire survey method was used to collect consumers' views and attitudes toward fashion brand style and marketing strategies to obtain more comprehensive data support. The ultimate research goal of this study is to propose a set of style construction and marketing strategy frameworks applicable to fashion brands, which provides theoretical guidance and strategic suggestions for brand practice, helps brands to stay ahead of the competition in the highly competitive market, and enhances brand competitiveness and loyalty. In order to achieve this goal, a large number of literature reviews and case studies have been conducted to provide useful references and insights for the development of fashion brands.

2. Literature Review

In the article *What Makes Fashion Media Brands Have Lasting Appeal?* Ruotong Guan examines the continuing appeal of fashion media to consumers in luxury advertising and promotion. This article examines the continued appeal of fashion media to consumers in luxury advertising and promotion. It contributes to the study by exploring the unique challenges and opportunities of fashion media in the marketplace and the way they create content that continues to engage audiences, adapt to the digital environment, and utilize social media and community building to drive brand attention. However, not much has been written about the establishment of the brand's style and marketing [4]. In this paper, we will start with the construction of fashion brand style, the application of marketing strategy in fashion brands, and the interaction between the two, to conduct a comprehensive and in-depth study to supplement the existing research gaps.

3. The Construction of Fashion Brand Style

The style of a fashion brand is the core element of its brand identification and an important basis for consumers to choose the brand. The construction of brand style involves many levels, including the historical and cultural background of the brand, the concept of the designer and so on.

3.1 Definition and Classification of Brand Style

Brand style is a unique visual and conceptual identification of the brand formed in the long-term development process. Simply put, it is the "personality" of a brand. It can be reflected through the visual design of the product (Logo, packaging, periphery), language communication (brand slogan, advertising slogan), color matching, product quality, and experience. According to different classification standards, brand style can be divided into retro nostalgia style, simple modern style, luxury and noble style, street trend style, and other types. For example, Chanel's design philosophy is to pursue simplicity, classicism, and elegance that is not limited by time. This design runs through all of the brand's product lines. It can be seen from all of Chanel's product designs that it has almost abandoned complicated decorations, and even the use of color reflects simplicity.

3.2 Historical and Cultural Background of Style Formation

The formation of brand style is closely related to its his-

torical and cultural background. The brand's historical inheritance, regional culture, and the background of the era will have a profound impact on the brand style. For example, Chanel's classic style can be summarized as follows: The influence of the founder. Chanel's brand style is deeply influenced by its founder Gabrielle Chanel, namely Coco Chanel. She was born in France at the end of the 19th century and experienced the change of the times when the status of women was gradually rising. She advocated a free and independent way of dressing for women, and with her extraordinary talent and strong beliefs, she created a brand style centered on simplicity and elegance. The integration of men's clothing elements into women's clothing design subverted the traditional concept of women's clothing at that time. From the early to mid-20th century, European society underwent great changes, including two world wars and post-war economic recovery. During this period, the fashion industry also experienced a change from complex and gorgeous to simple and practical. The Chanel brand was born and developed under such a background, and its design style precisely catered to women's pursuit of freedom, comfort and practicality at that time. Cultural integration. The formation of Chanel brand style also reflects the fusion of eastern and western cultures, Coco Chanel absorbed the inspiration of different regional cultures during her travels and integrated them into her design, forming a unique Chanel aesthetic. Continuous innovation. Chanel from the initial women's clothing store to the subsequent perfume, cosmetics, jewelry and other areas, Chanel continues to push forward the innovation, the classic and modern elements, forming a unique brand style. This innovative spirit is not only reflected in product design, but also throughout the brand's marketing strategy and market positioning.

3.3 The Relationship between Designers and Brand Style

Designers are important shapers of brand style. Their design concepts, aesthetic concepts and innovative spirit will deeply influence the direction of brand style. In Chanel brand, designers always stick to the classic elements of the brand: many design elements have become classics in the fashion world, such as the little black dress, pearl necklace, saddle buckle and so on. These design elements are not only highly recognizable, but have also stood the test of time and become a part of the brand's timeless appeal. In addition to preserving the classics, the designers also keep injecting new design elements to keep the brand's style up-to-date.

4. Application of Marketing Strategy in Fashion Brand

Marketing strategy is an important means for fashion brands to convey brand style to consumers. Thomas Kolopoulos, the author of the book *The Circle Effect*, pointed out that "human beings are always the product of their environment"; in order to understand and master the needs of the consumer groups in the new era, marketing strategies are constantly innovating and evolving with the development of the market, and the marketing strategies of many fashion brands have begun to pay attention to the personalized needs of consumers [3].

4.1 Combination of Traditional Marketing and Digital Marketing

With the full popularization of computers, the informatization process of the whole society is developing at a high speed, and the digital era is coming to us at a fast pace. All aspects of social life have been subjected to the powerful impact of information technology, and human society has been unable to get rid of or reject the comprehensive influence and deep involvement of computers [5]. However traditional marketing tools such as advertising and public relations activities still play an important role in fashion brands. However, with the development of digital technology, digital marketing such as social media and e-commerce has gradually become an important marketing channel for fashion brands. For fashion brands, it is important to combine the two to adapt to the trend and use it to achieve brand enhancement so as to attract more attention from young people. For example, Gucci often organizes fashion exhibitions and new product launches in its offline stores or specific venues, and at the same time combines them with digital technology to enhance consumer engagement and experience. AR technology is utilized to allow consumers to try on virtual garments offline, or to display brand stories and product design concepts on digital screens.

4.2 Social Media and Brand Communication

Marketing using social media is simply new media marketing with the help of emerging media technologies to spread the brand in order to achieve the marketing purpose [6]. Social media is an important platform for fashion brands to interact with consumers. Brands can release new product information, organize online activities and interact with consumers through social media, so as to enhance the connection between brands and consumers. For example, Gucci actively releases brand news, new product information and fashion collocation suggestions on social

platforms such as Instagram and Weibo to interact with fans and increase brand exposure.

4.3 Marketing Activities and Brand Image Shaping

Marketing activities are an important means for fashion brands to shape their brand image. Brands can show their brand style and strength by organizing fashion shows and sponsoring cultural activities. These activities can not only attract the attention of the media but also enhance the consumer's awareness and recognition of the brand. For example, marketing campaigns. In the brand marketing stage, consumers have a clear pursuit of brand aesthetics, personalization, etc., which requires the staff to carry out analysis and research on this psychological characteristic of consumers; to adjust the collocation of stores, displays, and other aspects, pay more attention to the brand marketing of the interesting and thematic, and in the implementation stage, it can also be appropriate according to the differences of individual households of different target audiences, the way of advertisement placement Innovation, choose closer to the consumer's habit of browsing, including mobile terminals (WeChat), Internet advertising, shopping mall displays, etc., to strengthen the marketing effect [7]. Gucci focuses on creativity and storytelling in its marketing campaigns, telling brand stories and conveying brand values through digital short films and interactive websites. These activities often have a unique visual style and emotional resonance, attracting the attention and love of a large number of young consumers. At the same time, Gucci has actively engaged in cross-border cooperation with other brands, artists, or technology companies, launching co-branded products, limited edition goods, etc., expanding the brand boundaries with the help of the influence and resources of the partners, and at the same time, utilizing digital technology to innovate, such as digital collections, virtual fashion, etc., which has injected new vitality into the brand. Brand image building: Gucci adheres to unique design concepts, combining traditional craftsmanship with modern elements to create recognizable and luxurious products. Focusing on innovation and progress, it constantly tries new design concepts and materials to lead the fashion trend.

5. Interaction between Style and Marketing

Fashion brand style and marketing strategy are interdependent and mutually reinforcing. Brand style provides unique selling points and attraction for marketing strategy, while marketing strategy further strengthens the impres-

sion of brand style in consumers' minds.

5.1 How Style Affects Marketing Strategy

The brand style is the basis for marketing strategy development. Different brand styles need different marketing strategies to match and strengthen. For example, the well-known luxury brand-Louis Vuitton has created a unique brand image with its noble, luxurious, and elegant brand style. The history of a brand is a history of constant pursuit of excellence and constant innovation, where excitement comes from constant pursuit and self-transcendence. Being linked to the court and trusted by royalty seems to be the origin of all luxury brands, and Louis Vuitton is no exception [8]. This style positioning makes Louis Vuitton occupy a high-end position in the luxury market, attracting target consumer groups who pursue quality life. It also needs to be reflected and strengthened through the global unified store image, high-end advertising, and luxury marketing activities.

5.2 How Marketing Strengthens Brand Style

The implementation of marketing strategies can further strengthen the impression of brand style in the minds of consumers. Through consistent marketing strategies and brand image display, consumers can understand and recognize the brand style more deeply. For example, Louis Vuitton insists on using high-quality materials, combined with its unique pattern design (such as checkerboard pattern, LV classic old flower pattern) and exquisite handmade craftsmanship, to ensure that each product can perfectly show the brand style. This attention to product details makes LV products synonymous with luxury and elegance, thus reinforcing the brand style. Louis Vuitton often launches limited editions and co-branded models in collaboration with famous brands or designers. This strategy not only increases the scarcity and uniqueness of the products but also integrates styles from different fields into Louis Vuitton products through cross-border cooperation, which further enriches the connotation of the brand's style and attracts more consumers pursuing individuality and unique tastes. Louis Vuitton's advertising and social media marketing are closely centered on the brand's style, which strengthens consumers' cognition and memory of the brand's style by accurately conveying the brand's concept and product features. At the same time, the influence of network celebrities is utilized to bring more sticky consumers to the brand, continuously expanding the range of consumers and establishing a brand traffic matrix. Not only that, but LV also endorsement, fashion activities, and other means to increase brand exposure and influence, to further consolidate and strengthen the brand style [9].

This paper provides three references for fashion industry practice. First, brands should stick to their unique styles and keep innovating while retaining their traditional strengths in order to adapt to market changes and consumer demands. Forming a virtuous cycle, through learning from foreign advanced supply chain management technology and green fashion consciousness, exploring the virtuous cycle mode of supply chain management suitable for the development of domestic apparel enterprises through commodities and the Internet, etc. [10]. Second, brands should learn to flexibly utilize various marketing strategies to effectively communicate their brand style to target consumers and build deep brand loyalty. Finally, brands should focus on interaction and communication with consumers to understand their needs and expectations in order to provide more personalized and attentive products and services.

6. Conclusion

This paper reveals the important role and connection between fashion brand style and marketing strategy in branding through an in-depth discussion of the two. It is found that the unique style of fashion brands and skillful marketing strategies promote each other and jointly shape the success of the brand. Brand style is the core element of brand identity and an important basis for consumers to choose a brand; while marketing strategy is the key to effectively communicating brand style to target consumers and to stand out in a competitive market.

Looking ahead, fashion brands will face more opportunities and challenges as emerging technologies continue to emerge and globalization accelerates. Future research can further explore the application of emerging technologies in fashion brands' style presentation and marketing strategies, such as virtual reality and artificial intelligence; at the same time, it can also focus on the role of cross-cultural marketing strategies in the context of globalization,

to help fashion brands better adapt to market demands in different geographical and cultural contexts. Through this research and practical explorations, it is believed that fashion brands will be able to continue to maintain their unique charm and competitiveness in future market competition.

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