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The New Meaning of Marketing: How Branding Changed the Fashion Industry

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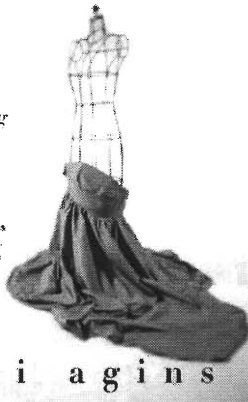
The New Meaning of Marketing

How Branding Changed the Fashion Industry

THE END
of
FASHION

*How
Marketing
Changed
the Clothing
Business
Forever*

"Agins has a gift for bringing the business of fashion to life. . . . It may indeed be the end of fashion, but Agins makes it an entertaining ride."
—Newsweek



terri agins

“For all of its glamour and frivolity, fashion happens to be a relevant and powerful force in our lives. At every level of society, people care greatly about the way they look, which affects both their self-esteem and the way other people interact with them.”

-Terri Agins, *The End of Fashion*, p.7

“Far from being a frivolous subject, fashion is the supreme expression of the contemporary spirit. Sartorial elements embody the pace and rhythm of modern society and culture as few other ideas or commodities do.”

–**Ulrich Lehman**, *Tigersprung: Fashion in Modernity*

The trickle- down theory of fashion

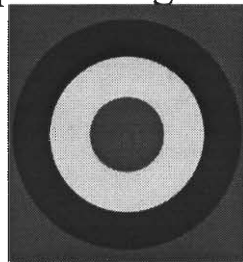
- Designers played the role of the ‘definer’
- Fashion used to be put on a pedestal. There once was a sharp delineation between ordinary clothes from Sears and true “fashion” from Paris couturiers and boutiques.
- As more options in fashion became available at different price points this divide disappeared and the notion of fashion belonging to the elite was deflated.

The trickle- down theory of fashion



Change is in the nature of fashion

- Fashion, by nature is ephemeral and elusive, a target that keeps moving.



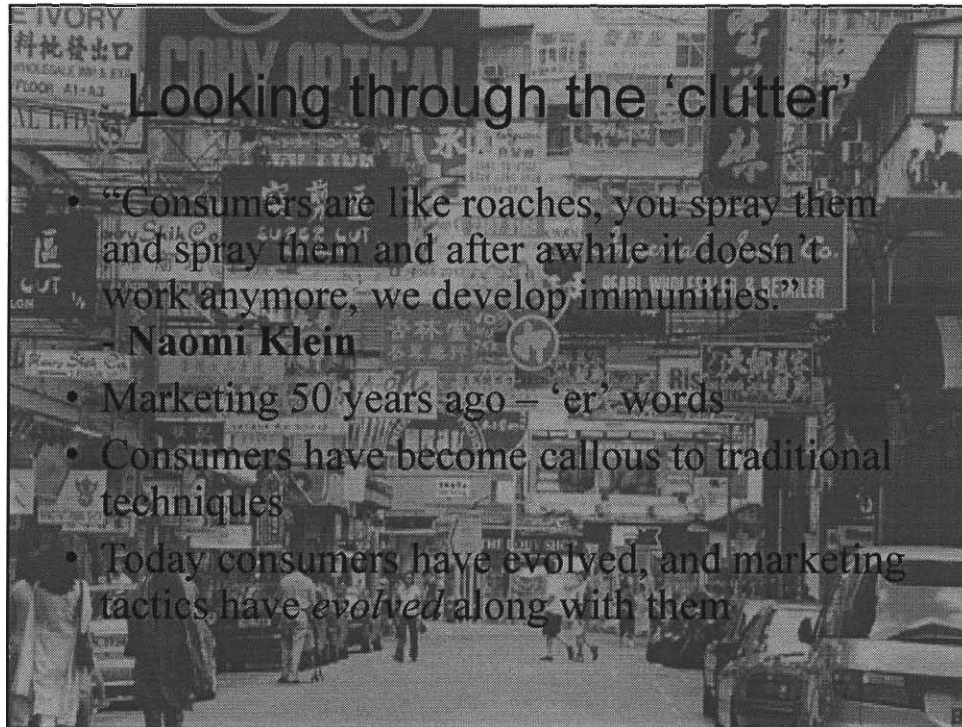
- “change must be to warrant the appellation of fashion.” –Fred Davis

The Current Fashion Environment

- It' s “the end of fashion!” (as we knew it)
- T oday a designer’s creativity expresses itself more in the marketing rather than in the actual clothes.
- Fashion has become focused on selling an **IMAGE**.

“In today’s high-strung, competitive marketplace, those who will survive will reinvent themselves enough times and with enough flexibility and resources to anticipate, not manipulate, the twenty-first-century customer. There’s just no other way.”

- **Terri Agins**, *The End of Fashion*, p.16



Is fashion really innovative?

- Innovation has shifted to the marketing aspect
- Fashion design today isn't about true innovation
- Designers are creative in a very careful way
- This is because fashion is fuelled by *conversion*, consumers generally won't be swayed to buy something too outlandish

The importance of INCLUSION

- Ralph Lauren vs. Tommy Hilfiger
- In the 1990's there was a shift in fashion
- these brands made consumers want to conform and belong.



The importance of INCLUSION



The trickle-up theory of fashion

“Brands have a completely different function in my mind, because the producer is not king; the consumer is.” -**Douglas Atkin**, author of *The Culting of Brands*

“Fashion must somehow manage on first viewing to startle, captivate, offend, or otherwise engage the sensibilities of some culturally preponderant public, in America the so-called middle mass. It is their acceptance or rejection.. that will determine whether it succeeds as fashion or merely passes from the scene as a futile symbolic gesture.”

-**Fred Davis**, *Fashion, Culture and Identity*, p.15

“In today’s high-strung, competitive marketplace, those who will survive will reinvent themselves enough times and with enough flexibility and resources to anticipate, not manipulate, the twenty-first-century customer. There’s just no other way.”

- **Terri Agins**, *The End of Fashion*, p.16

Powers of Persuasion

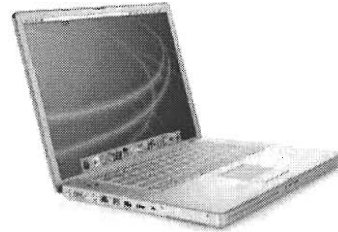
- Do we really decide?
- Axiom Corporation
 - ‘narrowcasting’
 - Lifestyle segments
- When marketers find a way so strike a chord deep within consumers that speaks to who they are, it no longer feels like persuasion at all.
- **The secret of all persuasion is to induce the consumer to persuade themselves.**

BRANDING

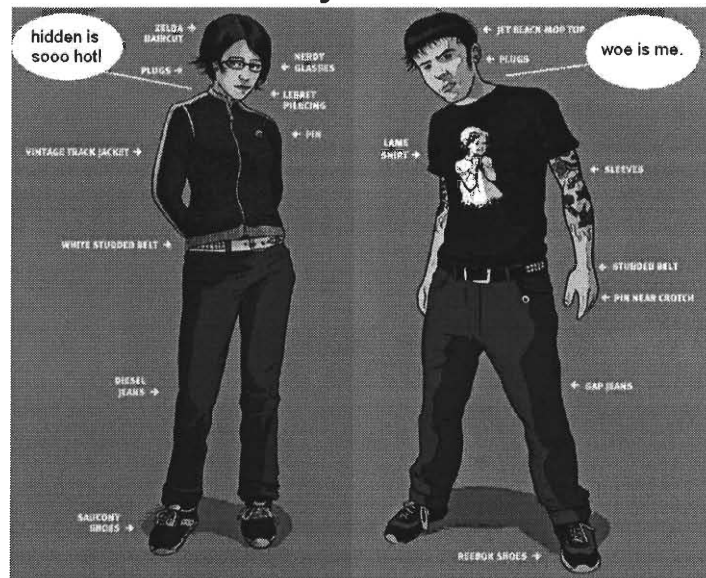
- Consumers nowadays crave more: a connection
- Rationality is -for the most part- absent
- “The brands that can move to that emotional level, that can create loyalty beyond reason, are going to be the brands where premium profits lie.” – Kevin Roberts, CEO of *Saatchi and Saatchi*
- What pushes people from fan to devotee?
- Consumers create their identity through the products they own and the clothes they wear

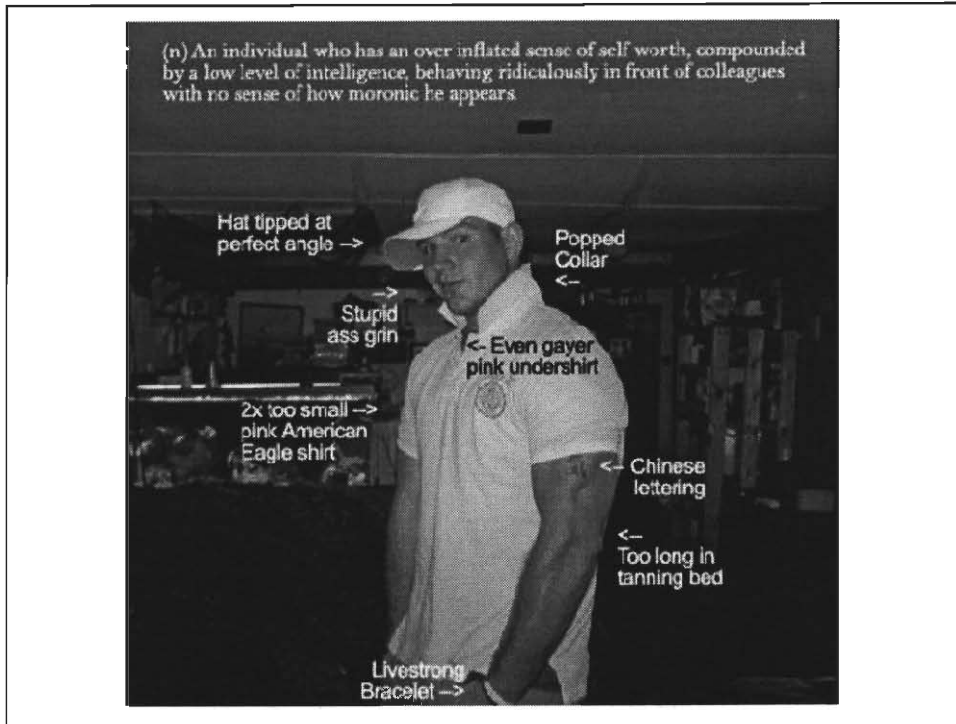
Our 'social identity'

- Purchasing behavior can describe identity
- What does a MAC stand for?
 - Non conformity
 - Creativity
- The consumer has ownership, they think “this is my brand”



What can you gather about the 'social identity' of these teens?





BRANDING

- Its become easier to produce products, therefore competition is heightened in the marketplace
- Products need added value!
- Branding & Identity = added value
- Selling a *lifestyle*

BRANDING

- Nike
 - “the essence of sports”



- Starbucks
 - community

BRANDING



- The Body Shop
 - Environmentalism
- Disney
 - Family
- Perrier & Fiji
 - designer water!



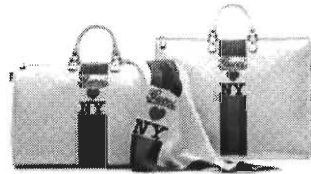


BRANDING

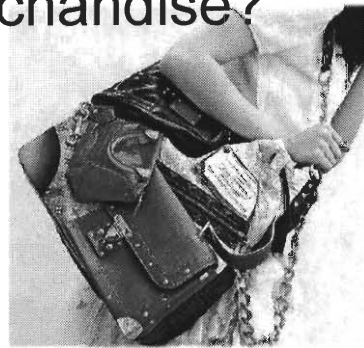
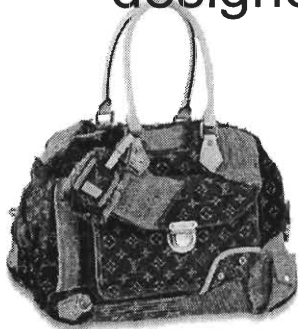
“Nowadays, a fashion house has to establish an image that resonates with people – an image so arresting that consumers will be compelled to buy whatever that designer has to offer... logos are the easiest way for each designer to impart a distinguishing characteristic on what amounts to some pretty ordinary apparel.”

- Teri Agins, *The End of Fashion*

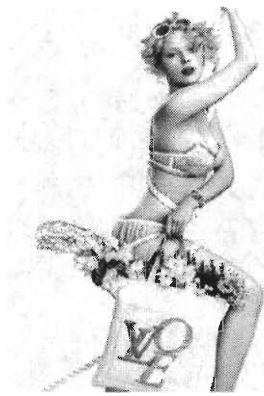




How desperate are we for designer merchandise?



Celebrity Branding



LOUIS VUITTON



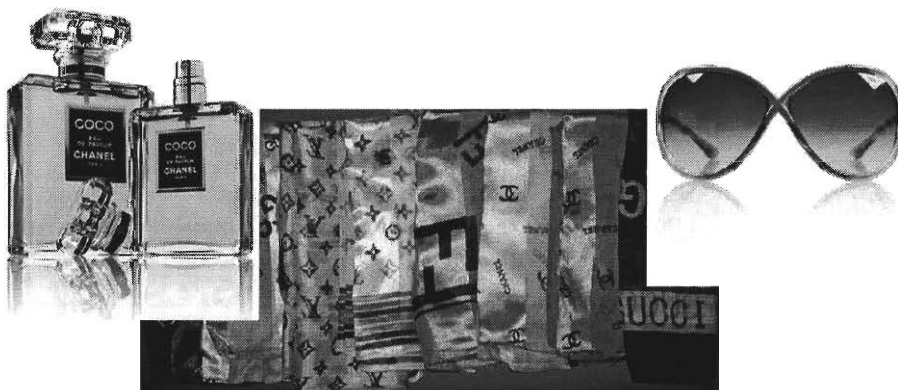
JILLSTUART



Jessica Simpson

Are Accessories keeping designers in business?

- “The perfume business is the worst thing that ever happened to French Fashion.”- Agins, p.34
- Once perfume came along, French designers no longer had to worry about selling clothes. If a fashion label has a reasonably successful perfume or accessories line, they would generate enough profit.
- This was like an “opiate” that greatly enriched French fashion houses while handicapping them in the long run.



- Accessories made designer merchandise affordable for a wider market.
- Couture is rarely sold

Conclusion

- New marketing techniques have changed the fashion industry
- Branding and pervasive marketing has become vital to the success of any fashion firm
- Consumers long to connect on an emotional level with an image and often define their social identity through the brands they follow

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