

FASHION MARKETING DISSERTATION

EXAMPLE

THE IMPACT OF MARKETING AND ADVERTISEMENT ON THE WORLD OF FASHION

Introduction

The collaboration of advertising in the field of fashion started way back in the Victorian period. Marketing through advertisement has played a vital role in the fashion industry because it is one way of targeting a massive group of people fast. Fashion today is also competitive, which means that speedy marketing measures are required. Advertising is also used by different retailers, from high street fashion, as well as with low fashion retailers. According to Dillon (2002), it has been estimated that a regular woman looks at about 400 to 600 ads every day. Some of these are fed unconsciously, while others are viewed with initiative. The fashionable women society has also changed with time, and their outlook has been frequently manipulated as well (Gary and Maine, 1995).

One of the most famous kind of fashion that is being preferred by people these days are the so-called fast fashion. This is characterized by a clothing line coming from a designer that is copied by the retailer in the middle market. With fast fashion, sourcing and purchasing decisions are related to the speed in which decisions need to be made, as well as the type of innovation that has been introduced by the store. The store, on the other hand, is introduced through different advertising strategies, such as print, television, radio and ads. Word of mouth can also prove to be a very effective form of advertisement.

Literature Review

In the modern marketplace, a product will only reach the consumers hands when advertisements are done. This happens when media becomes the medium in which the seller reaches out to the target consumers right on time, and to make their product well-known among the different consumers. The images portrayed by the media, as well as the messages become a soothing voice amidst a storm of confrontation, conflict and confusion (Thomas, et al, 2012). With regard to fast fashion, the idea is that retailers need to reach their customers super-fast, because everybody is competitive. As a matter of fact, the most advanced companies in marketing have to learn adapting their strategies to this new medium, and it has resulted to a completely new set of perspectives.

Advertising is usually done by consumer manipulation. However, in this case, the consumer does not necessarily like the thought of the retailers controlling their



purchasing decisions. This is where psychology advertising enters the picture. With this type of advertising, shapes, colors and sounds are used. The fashion industry, in particular, works in this way by using advertisements which imply by buying the brand that the customers will be purchasing. The advertisements are particularly designed and made to attract the attention of the customer, guiding them to their product.

Body Image Impact

In the past paced society of the world, judgments and relationships about other people begin with looking at the outward appearance. On the other hand, inner values and personality play a secondary role. For example, Western Society, in general, is pretty obsessed with body image. It seems that women view being thin as the only acceptable image. Men, on the other hand, wants to be muscular. These perspective also suggest that in the earlier decades, way back in the 1960s, thinness means success and independence. These days, it has also become the factor that defines feminine beauty. As such, it has also become a very important factor that every person needs to understand. With the face and body image playing the main role in the way we feel and think, the world of fashion has placed a big stress on appearance.

Celebrity Endorsements

A lot of advertisers and companies are ready to pay a huge amount of money to pay for celebrity endorsers who are well respected and liked by the consumers. The maturity level in the retailing brand concept has further directed retailers recently towards using a specific branding and strategies such as endorsement through celebrities. All of these methods are proven as effective.

References

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