

# Development and Promotion of Fashion Branding

**Makhlīyo Aripova Salakhiddinovna**

*PhD researcher, Department of Marketing and management*

*Lecturer, Department of Accounting and Statistics,*

*Bukhara State University, Bukhara, Uzbekistan*

[m.s.aripova@buxdu.uz](mailto:m.s.aripova@buxdu.uz)

---

**Annotation:** *the article mainly contains information about the importance of a brand in the fashion business, ways to develop and ways to promote it. In today's advanced age, the fashion brand is recognized as one of the urgent issues, because the fashion band market is mainly organized by the young generations. Therefore, many fashion companies are mainly producing products aimed at young people, while also producing clothes aimed at other segments. At the same time, foreign fashion brands were also analyzed in this article.*

**Keywords:** *fashion, branding, segmentation, marketing, promotion, demand, target market*

## Introduction

It is one of the most important instruments in the current world to make an impression on customers about a product. Because it is challenging to select a single product due to the emergence of several products through information technology. In many developed nations, there are hundreds of different forms of marketing. And in light of this, does the money mostly spent in the fashion industry on marketing and advertising actually yield great returns, or how can one enhance the flow of potential clients?

Naturally, the top fashion brands provided their commercial responses to these queries. The most successful firms in the world not only employ persistent, cause-based marketing and advertising strategies, but they also introduce their products to consumers with the assurance that they are high-quality and reasonably priced. Naturally, Sistema has resulted in their brands rising to the top. They now assert that it is critical for them that the things they make reflect the moral and social values of their clientele in order for fashion firms to achieve great success. Because the client need to constantly feel as though the selected clothing line is exclusively his own. In a same vein, these businesses' brands ought to provide consumers with more than just their merchandise—rather, they ought to provide them a balanced perspective on life and the wider world.

The fashion industry has expanded in recent years to include not only clothing but also a wide range of branded necessities for individuals. It has truly become one of the most commonly utilized products in social life. These days, creating a lifestyle that fits this brand has become just as vital as dressing a certain way. Because of this way of thinking, the general public has developed a strong brand and a lifestyle of its own. Every buyer has the option to select clothing brands that fit their thinking and personality.

## LITERATURE REVIEW

Enhancing the value proposition of brands will enable businesses to enter previously untapped markets for fashion brands. This will boost company revenue and, when coupled with superior customer service,



solidify the brand's place in consumers' minds and hearts by compelling them to continue following them into all new and unexplored categories of products. A change in focus from manufacturing to marketing is inevitable given the necessity of placing such a high priority on how the brand is presented to the customer. The emphasis will be on marketing expenses, with production being seen as a supporting role in the company. The product itself cannot find a place in the value market; excellence must still be maintained, but this is not the primary issue [6].

In addition to serving as a means of differentiation, highlighting the distinctions among fashionable and non-fashionable product, branding acts as a sort of motor for the fashion industry's continued growth. Furthermore, branding actively promotes trendy products while assisting in the removal of weak competitors from the market. For this reason, the fashion industry's branding objectives are very obvious. The process of branding is intended to increase revenues, facilitate customer navigation of the fashion product variety and persuade consumers that branded product is an assurance of superior quality [7].

The utilization of added value—the primary designer's name, ideals, lifestyle, and behavior—is one of the strategies used in the fashion business to promote companies. Semantic load gives items an interpersonal meaning: ownership of stylish products can alter how they see the world and communicate with others the signals they want them to convey about itself.

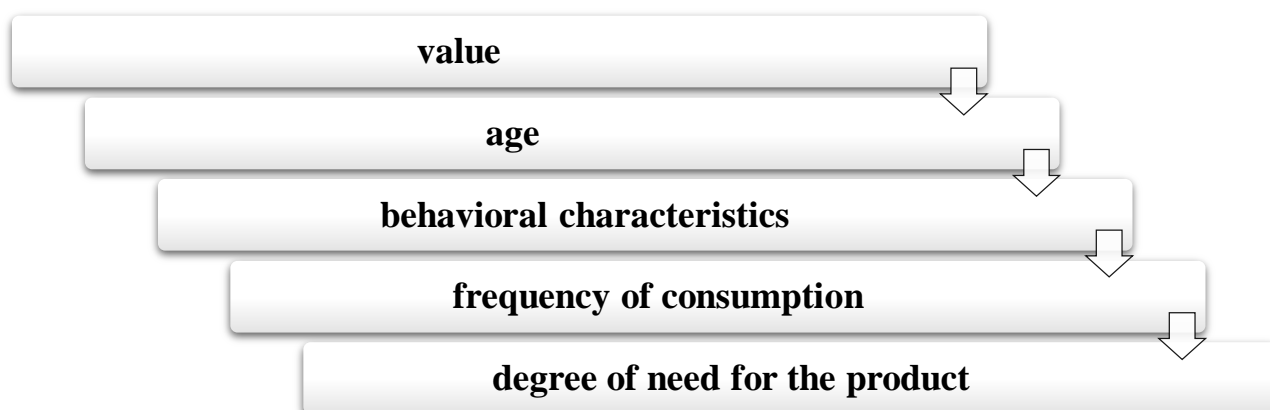
Promotions to promote fashion brands must have eye-catching visuals. The target market, which is motivated not only to get the result of their attention but also to improve its appeal due to it, is guided by media personalities and objects presented in a harmonic conjunction with other parts of the image [9].

## METHODOLOGY

In the article, mainly analysis-synthesis and results were obtained by analyzing the scientific works of foreign scientists. Also, the business structure of enterprises with a developed fashion brand was analyzed, and directions of how to promote their business were studied.

## RESULTS AND DISCUSSIONS

Segmentation is required to identify the target market for a promotional effort. Businesses create subgroups out of all conceivable prospective groupings throughout the segmentation process. The value, age, and behavioral traits of the chosen audience segments vary, as do the quantity of consumption and level of product necessity. Additionally, businesses make an effort to include in their target audience indirect groups of people who have the power to sway the direct audience's purchase decisions. In an attempt to seize market share, manufacturers also target important demographics that are devoted to analogue brands. This group of prospective customers is thought to be capable of choosing to go to a different product on their own. Individual differences in their emergence of initiative can also be attributed to their familiarity with their surroundings.



Draft-1. Segmentation of target audience [9,10].

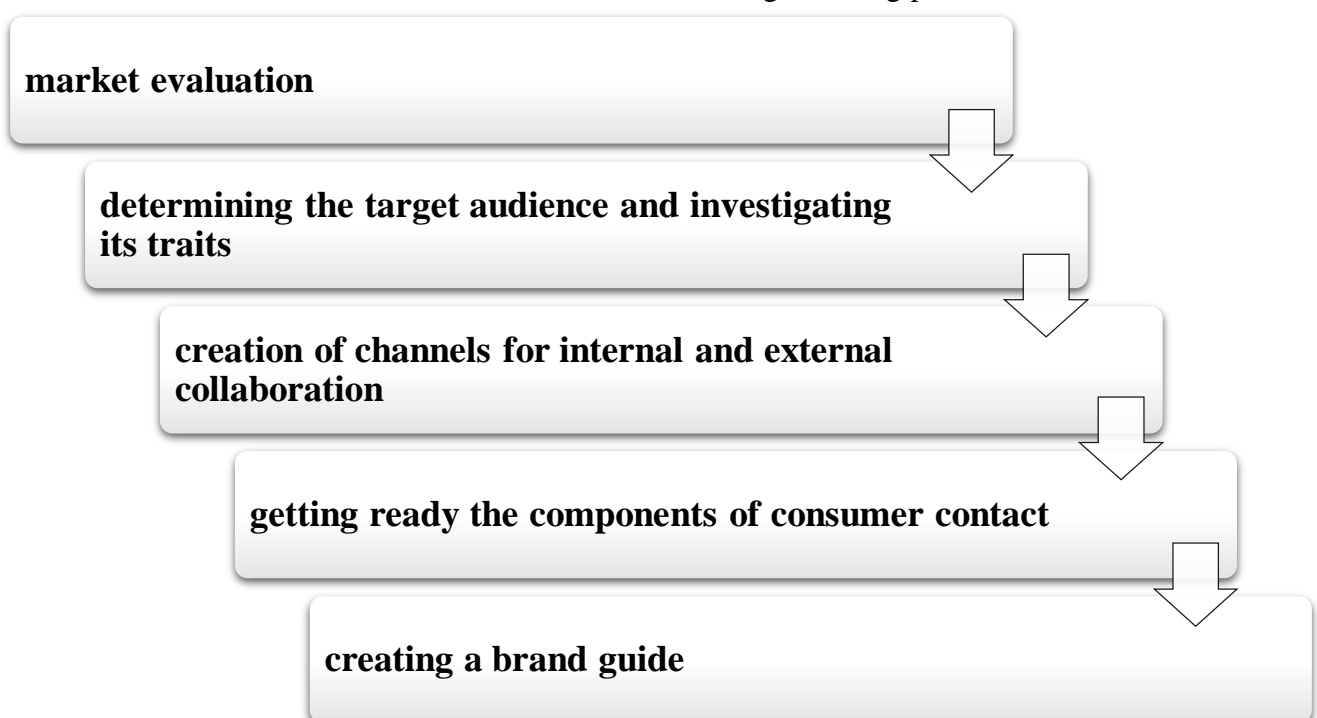


Marketers are able to determine the essential requirements of different demographics and customize their brands by identifying and researching these segments. Because of this, determining and classifying the target market is a crucial step that greatly influences the outcome of subsequent brand marketing initiatives.

Following the acquisition of copious amounts of data regarding the market and prospective clientele, enterprises proceed to the subsequent phase - devising a promotional plan. When creating advertising efforts for an established brand, ideas like identity and placement must be considered in order to appropriately portray the brand to the marketplace [9].

The purpose of the method of promotion is to fortify the brand position using a variety of actions and resources. When it comes to the fundamentals of branding, we can see that, depending on the outcome of the preceding step, it is customary to see the development of the brand as the first stage and promotion as the second. This leads us to the conclusion that promotion involves working with an established brand, necessitating the creation of an extensive campaign. You can communicate the core of the brand to the target consumer audience and disclose its original aim by adding a promotional component as an extra [12].

Although the different phases of branding are a component of defining a brand, they are distinct from other content elements in the brand creation process since they involve a lot of advertising, public relations, and business interactions. As a result, the following branding phases are identified:



When branding becomes fully operational, the process of building a brand is substantially streamlined. As a result, the company will find it easier going forward to build a strong brand across all activity fields and industries. The components or branding elements of the brand development process are a crucial component of its content. specific brand might employ a wide range of branding components in different configurations; however, the following components are typically identified: creating a brand name; selecting a slogan or slogans; creating organizational identity components; creating an impression that will stick in the minds of customers; creating packaging, advertisements, and other things [11].

However, for companies and businesses, building a brand does represent of what they do in the fashion industry. Within the context of intense competition and widespread internationalization in the fashion business, a brand that has been created to a high standard and has all the required attributes will not be able to fully accomplish all of its missions, aims, and objectives. Specifically, this is another of the

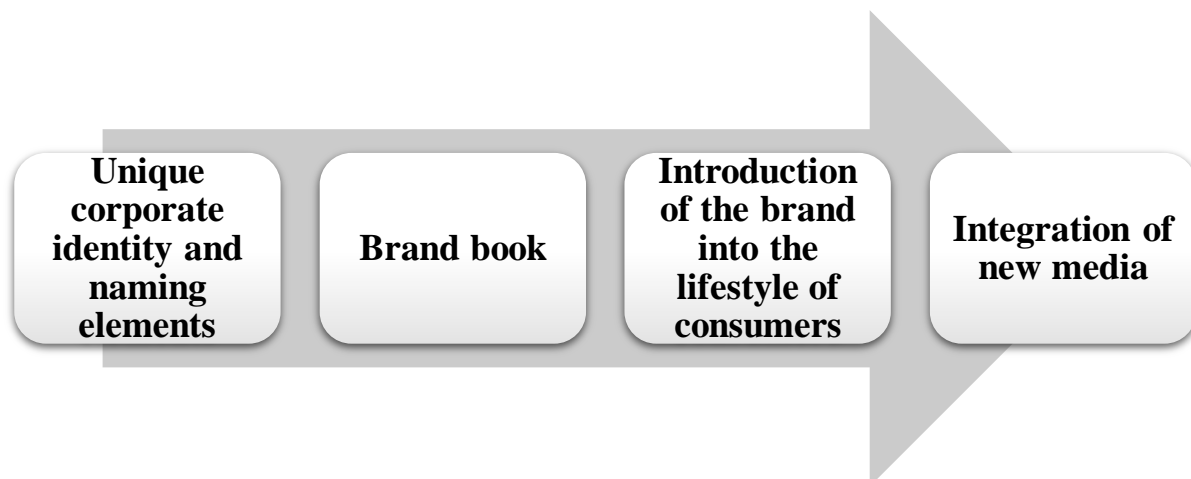


explanations for why brand promotion is necessary in the fashion industry: creating a brand within a specific fashion category is insufficient; only excellent brand promotion among diverse audiences and supporters can propel the developed brand towards success.

As a result, while there are many various technologies available today for brand promotion in the fashion business, certain contemporary technologies are more significant than others given the state of the market, the world economy, and technology in general. Notable examples of these technologies are as follows:

### **Draft-2. Brand promotion technologies**

Unique corporate naming and style components. The brand's identity is a collection of color, semantic, and



graphical approaches that guarantee brand coherence while also setting the company apart from competitors in the market. Naming is the procedure of creating the identity of a business name, which encompasses the technology, philosophies, and processes involved in creating a brand name.

The brand book, a representative corporate documentation that outlines the brand's concept, qualities, target market, positioning, and other essential details, as well as its precise implementation.

The incorporation of the brand into customers' daily lives. In the fashion sector, it is far simpler for a brand to advertise itself if it aligns with the audience's ideals. Numerous brands endeavor to completely assimilate into the lives of their clientele, remaining in close proximity to foster a gradual perception of the brand as an indispensable component of their own existence.

The incorporation of new media: the Internet, digital television, novel advertising in newspapers and product forms, and the integration of online advertising through QR codes into conventional media channels [11].

### **CONCLUSION**

Like many other industries, the fashion sector has unique features of its own. It is imperative to create fashion brand promotion initiatives that prioritize the consideration of audience demographics and the growing brand attributes. Additionally, it's a good idea to use renowned promotional tools to create promotional initiatives that set you apart from competition.

### **References:**

1. Aleshina, I.V. Marketing for managers: textbook / I.V. Aleshina. – M.: FAIR PRESS, 2014. – 294 p. (Alyoshina, I.V. The marketing for managers: textbook / I.V. Alyoshina. – Moscow: FAIR-PRESS, 2014. – 294 p.)
2. Aliev T. R., Bushueva L. V., Zarudneva A. Yu. BRANDING IN THE FASHION INDUSTRY // PROSPECTS FOR THE DEVELOPMENT OF SCIENCE IN THE MODERN WORLD. – 2019. – P. 88-92.



3. Assel G. Marketing: principles and strategy: a textbook for universities / G. Assel. – M.: INFRA-M, 2013. – 305 p. (Assel H. The marketing: the principles and the strategy: textbook / H. Assel. – Moscow: INFRA-M, 2013. – 305 p.)
4. Brand promotion in the fashion industry: <https://yeella.com/seo/post/internet-prodvizhenie-brenda-industrii-mody/> (access date: 11/18/2019).
5. Building a brand in the fashion industry. From Armani to Zara.— M.: Tangate. – 2006.
6. Dvornikov M.A. Branding in the world of fashion //Service plus. – 2007. – No. 3. – pp. 52-54.
7. Gabbasova A. A. Features of branding in the fashion industry // Current problems and prospects for economic development: Russian and foreign experience. – 2018. – No. 15. – pp. 87-91.
8. Okonkwo U. Branding in luxury fashion / U. Okonkovo. – Minsk: Grevtsov Books, 2013. – 408 p. (Okonkwo, U. The branding in the fashion of the class “luxe” / U. Okonkwo. – Minsk: Grevcov Books, 2013. – 408 p.)
9. Usik S.P. Features of brand promotion in the fashion industry //East European scientific journal. – 2016. – T. 9. – No. 4. – pp. 82-88.
10. Day D. Strategic marketing. Translation from English by V. Egorova. – M.: Publishing house EKSMO-Press, 2002. – 640 p.
11. Ivanova L. E., Usik S. P. Features of creating and promoting a brand in the fashion industry // Economy today: current state and development prospects (Vector-2020). – 2020. – pp. 244-248.
12. Kladieva T. B. Technologies for promoting a fashion brand //BBK 1 P76. – 2017. – P. 244.
13. Salakhiddinovna, M. A. (2021). Branding as a key factor of improving tourism and hotel marketing. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(5), 348-353.
14. Aripova, M. S., & Negmatovich, N. Z. B. (2022). The Concept of Branding and Its Role in the Promotion of the Product on the Market. *European Journal of Innovation in Nonformal Education*, 2(4), 231-235.

