

Report on fashion marketing

[Business](#), [Marketing](#)



In fashion marketing, establishing an existing market trends helps in identifying any market gaps and opportunities as a way of increasing the revenue gained from the business. In any state and city worldwide, low-end stores and high end stores exist. In the past, fashion marketing was only conducted as a service, but with evolution of the market and need for revenue creation, profit making has become a common trend.

Bergdorf Barneys are luxurious shopping centers for people with some extra cash to spare. All are found in New York city, but spread across other states as chain stores. This way they are able to market their fashionable products in many different parts in the country. Other cities include Chicago, Beverly Hills, Scottsdale and Las Vegas. In the high-end stores, I observed socialites shopping in these expensive stores, purchasing products. It was no wonder since they shop just for leisure and to stock antiques not found with anybody else. Some go to an extent of buying a full brand and copyrighting themselves. A good example is Paris Hilton, who is known for shopping in many different high-end shops worldwide. The high-end stores are not meant for the middle class population but for the elite in the society. Common trend observed during the study was that the high end stores were, merging of low end clothes and high end fashion labels with the aim of creating affordable wears and products for everybody. This is because people are opting for quality products, which are affordable. Store with only high products only attract a certain class of people while the trend being adopted targets a larger majority¹. Online marketing has now hit the high end shops. Through online marketing, the clients are able to view what these shops have to offer online and purchase the products online.

Fashions in high-end stores have a theme of illustrating freedom with female wear. Nowadays women want to wear clothes that are not restrictive (miniskirts, shorts, loose clothes) all in the name of freedom. This is very popular in these shops. Due to creativity of fashion designers, clothes are nowadays taking several different shapes. Some might be exaggerated, flowing bottom, long shapes.

Low-end shops, on the other hand, serve the majority of the population. These shops (J C Penny) are flocked and generate high amounts of revenue through selling their products at affordable prices. The price range between these shops and the high-end shops is almost triple and at many times greater than that coefficient. The color uniqueness is, however, not defined as compared to the clothes and products at high-end stores. They however offer unique clothes and products. In the malls, clothes are at most times similar in every aspect. However, this does not auger well with some of the clients. Not a lot of people appreciate wearing identical clothes. However, some do appreciate this claiming the clothes are absolute class, even though they are similar. Personally, I do not wear clothes identical with somebody's clothes. Kids are however, fascinated by new clothes. Most of them always want bright colors. I noticed many of parents going with their children for shopping always eat into the budget. This is because they have the ability to easily influence the parents. Parents also find themselves buying house products and stuff merely because of the children. However, the colors do not look old, although there exists some that look old. This is a common trend in these shops. High end shops are not the only shops that have adopted the online marketing trend, low end shops have also adopted a

similar process. Advertising of products has gone to social pages like Facebook, and twitter. This way a lot of people are able to view the products without having to visit the stores websites.

For most customers they buy well known brand products. This has resulted to stores stocking these brands. The customers however have to pay some extra costs for certain brands. However, the customers do not mind the elevated prices as long as the product is of high quality. Men especially are always after a certain product brand because of the quality. Creation of chain stores and venturing in new emerging markets is a developing trend in all these shops.

In conclusion, I believe that coming together of the high end stores and low end stores will be for the good of both stores in the business. The profits would also double.

References

Easey, Mike. 2009. Fashion marketing. Oxford: Wiley-Blackwell.