



Marketing in the fashion industry: abilities as well as developmental characteristics.

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ABSTRACT

The article considers marketing strategies in the fashion society, and in addition, the priority trends in the formation of popular business.

Keywords:

popularity, fashion marketing, advertising communications, current clothing exchange.

Fashion is "a system of group preferences, embodying not only taste, but also a certain way of behavior common to many" (T. Hill).

The importance of the problem of forming successful advertising communications in the society of fashion-industry should be sufficiently critical, so as well as with competently created advertising devices is dependent on the outcome of the success of interaction among the buyer as well as the manufacturer of the product.

Popularity according to its own specificity is multifaceted. It is she stays in connection with different qualities of people's life activities. Firstly, social science approach. Here popularity is one of the configurations, a certain system of social regulation and also self-regulation of human action: personal, mass or public. Secondly, the cultural-philosophical approach. Popularity is copying of an example, satisfaction of needs in public support, in the same way as along with reproduction popularity satisfies the need for distinction, separation from a single people. Thirdly, the art history approach. In the present period, the fashion industry is formed not only with the manufacture of clothing, what existed characteristic of the sphere in the middle of the twentieth century, but also

contains innovative technological processes, aesthetics, and in addition workability. Because of the result of the functioning of the commercial in the fashion-industry correspond to artists, specialists in different areas, such as used materials, supply, logistics, experts of research strategies and also in this way then. Popularity at the same level is associated with the labor of artists, as well as different stages of production, management, research of the concept of the product and also its release into the market.

Fashion-marketing became popularized in the twentieth century, in particular after the Second World War, so it is in this case, as in this period, the popular industry began to be the most effective and prosperous sector of the economy. It was in the twentieth century that houses like Chanel, Christian Dior, Elsa Schiaparelli, Balenciago, etc. emerged. Popularity was completely transformed into a socio-economic manifestation, not only reflecting the changes taking place in the world, but often provoking them. Popularity was transformed in connection with the emerging factors in society, geopolitics, fights, the formation of the lesson and sports. As a consequence of management, communication and also contact with the

customer is guaranteed. Directly management can help the brand to focus the interest of the customer in the offered clothes, shoes and accessories.

The fashion industry is characterized by high competition, therefore it is important for marketing to develop such tools that will allow to hold and gain a stable position in the market. The 4Ps concept is often used to implement marketing activities.

A specifically:

1Product. In order to develop customer loyalty to the brand, there should be a knowledgeable trade management, as well as demand forecasting and the general availability of stylish clothes for the purpose of the customer.

2Promotion. The product must have an association with a particular smell or music in the shopping center, with the consumer builds a specific combination of the image suitable for the product brand.

3Cost. For the purpose of the fashion industry is especially important to effectively create a pricing policy, taking into account the presence of this similar conditions, as well as the "price in the new collection" or "seasonal discounts".

4Location. Territorial location of the shopping center stylish clothes, but also the reputation of the trader area have a huge role.

Selection of the site location must be built together with the competitive struggle and the degree of socio-economic formation of the region, but also passability, the presence of

parking areas, etc. . The fashion industry is becoming more and more open and accessible, both for producers of goods and designers. The resources available to everyone on the Internet, in particular social networks, make it possible to create and provide a product concept without prior launch into production, in order to adjust the quantity of goods to the demand for them. This model is most often used by start-up brands with small production. Online shopping has become a significant stage in the formation of the current fashion industry, and with it fashion marketing.

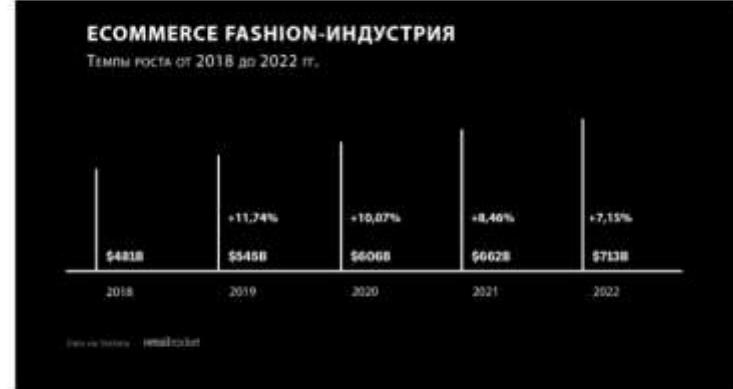
The online marketplace for clothing and footwear.

The HUBBER platform compared the sales of apparel and footwear suppliers on marketplaces for 2020 and 2019 to understand how the pandemic affected e-commerce. Across all categories, sales increased as consumer demand increased. One could argue that apparel and footwear has a high percentage of cancellations (returns), more than the other categories. That's true. But in terms of turnover and number of orders, these are good indicators. It is also worth noting that many entrepreneurs launching marketplaces want to specialize specifically in clothing and footwear, rather than being multi-commodity. They see this as a promising prospect.

Statistics on the pace of e-commerce in clothing and footwear in money:

232 млрд.

составит повышение выручки
с 2018 до 2022 года в:
fashion-индустрии
(e-commerce)



Fashion ecommerce, (аналитика, 2020) — UA

+226%

рост категории
"Женское белье"

+206%

рост категории
"Бюстгальтеры"

+200%

рост категории
"Пуховики"

+193%

рост категории
"Свитера"

+157%

рост категории
"Сумки"

+127%

рост категории
"Головные уборы"

There is a tendency to service shopping centers on the Internet as well as the closure of offline shopping centers, which is associated not only with minimization of costs according to the maintenance of the area of product implementation, payment of employees, but also the practical predominance of Internet customer demand for products, in comparison with classic methods. One of the important devices is also considered to be a clear advertising plan as well as forecasting, allowing to establish the direction of the future season, with the timeliness and accuracy of which monitoring is dependent on the result of the meeting and, in accordance with this, trading. Advertising activities such as shows, popular TV shows, media advertisements, individual sales, communication together with public figures - without exception, all this encourages the realization and also is rapidly applied by manufacturers according to the whole society. Thus, we can conclude that the advanced developments in the field of interaction with customers, focused on the formation of loyalty, individual approach and customer focus, as well as based on the implementation of well-established key business processes, can provide the company with market success in the long term. Realization of marketing in the fashion business is possible thanks to the 4P concept and a number of marketing tools. They make it possible to determine the consumer's preferences and form his loyalty. Today's

fashion industry is characterized by intensive rates of change in popular trends, that in turn is due to globalization, changing weather conditions, individualization of customer demand and others. In the type of generally occurring advertisers create monitoring according to the proposal of subsequent changes in the fashion trade, along with this in order for each brand to find its consumer.

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