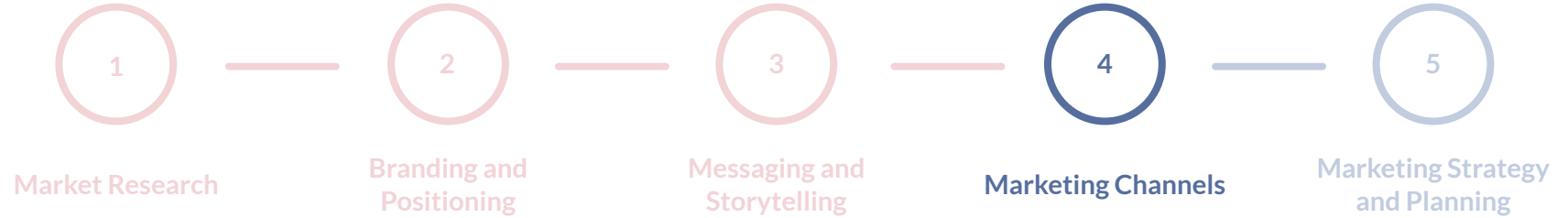


# Marketing Channels

# Where We Are



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# Marketing Channels

- Platforms and tools to promote brand, showcase garments, and tell your story
- Omnichannel approach for a cohesive brand experience
- Choose effective channels based on research, strategy, and planning
- Prioritise overall customer experience

# Showcasing Your Garments

- Tailor showcase strategies to target audience, marketing plan, storytelling
- Consider lookbook and website options
- Explore regional/local fashion shows, trade shows, and events
- Participate in sustainability-focused fairs and events

## A Few Showcasing Opportunities

- Virtual Reality
- Pop-up Shops
- Lookbooks
- Runway Show
- Augmented Reality
- Online Live Streaming
- Virtual Dressing Room

# Potential Channels

## Open Studio

- Open studio concept for public viewing
- Show completed garments and production process
- Low-cost promotion, increased awareness of sustainability

## Your Website

- Website is vital for marketing
- Reflects business and strategy
- Showcase garments, enable online shopping
- Easily add ecommerce capabilities

# Potential Channels

## Social Media Marketing

- Engage target audience, build brand awareness
- Develop closer connection with community
- Give face to the company, foster special connection with community

## Online Marketplaces and Webshops

- Sell garments on other platforms
- Choose appropriate shops based on market research
- Reach wider audience
- Expand geographical reach

# Potential Channels

## Content Marketing

- Use content to build brand awareness
- Enhance product positioning, increase engagement
- Use website/blog, social media, email campaigns, advertising

## Community Marketing

- Build brand as a social enterprise
- Create and nurture a community
- Direct interaction with customers
- Create evangelists
- Generate recommendations

# Choosing the Right Channel

## Audience and Competition

- Which channels align best with your target audience's preferences and behaviour? Where are they active?
- Which channels are your competitors using? How successful are they in engaging with their audience?

## Branding and Storytelling

- Which channels can you use to effectively convey your brand image, communicate your story and offerings, and resonate with your target audience?
- Can you offer a cohesive brand experience across multiple channels? Can you ensure consistency in messaging and branding across all chosen channels?

# Choosing the Right Channel

## Marketing Goals

- Which channels align best with your marketing strategy and business goals? How future-proof are they?
- How effective is the channel in generating brand awareness, driving traffic, and converting customers?
- How will you evaluate the success of each channel?

## Budget and Resources

- Which channels fit your budget and resources? Can you effectively manage and optimise your chosen channels?
- How willing are you to experiment with various channels? How will you track their performance and optimise your marketing efforts?

# Partnerships and Collaborations

- Partner with brands and organisations for promotion
- Gain clout, create social proof
- Consider collaborations with artists, event organisers, complementary brands
- Choose partners aligned with sustainability values



# Finding the Right Partner

- Determine your objectives
- Research potential partners and evaluate compatibility
- Consider:
  - Style, aesthetic, reputation, online and offline presence
  - Market perception and placement
  - Mutual benefits and advantages
- Review proposals and expectations
- Establish clear communication and expectations
- Monitor and evaluate performance
- Adjust and optimise

# Partnerships and Collaborations Exercise

- Consider the following example and cases
- Which companies should partner together?
- Why they would make a good partnership?
- Which pairings would not work?
- Are there other companies that would make better partners?

# Example: Fringe

**Fringe** is a new, small fashion company specialising in bohemian-inspired clothing and accessories for women. Their clothing line features flowy dresses, embroidered tops, and statement jewelry. Their target customers are young, free-spirited women who are looking for unique, ethically-made clothing to express their individuality.

**Good Partnership:** Eco-Leather is a company that produces sustainable, vegan leather handbags and accessories. They share Fringe's values of ethical and environmentally-friendly production, and their products complement Fringe's clothing line well. Together, they could offer a complete bohemian-inspired look that is both stylish and sustainable.

Eco-Leather could help Fringe to expand their product line and reach new customers who are looking for sustainable, vegan leather products. Fringe could benefit from Eco-Leather's established marketing efforts and resources and help Fringe to reach new audiences.

The partnership could be mutually beneficial, and both companies could gain more visibility and credibility by being associated with each other.

**Bad Partnership:** Fashion Inc is a large, fast-fashion company that produces trendy, low-cost clothing. They do not share Fringe's values of ethical and environmentally-friendly production, and their products do not complement Fringe's clothing line well.

Fringe would likely compromise their values and integrity by partnering with Fashion Inc, and it could damage their reputation among their current customers and potential customers. Fringe would not benefit from Fashion Inc's established marketing efforts and resources as their values and target audiences are different.

The partnership would be one-sided and not beneficial for Fringe, and it could lead to negative consequences for Fringe's brand and reputation.

# Find the Synergies

## Clothing Companies

**The Chic Street:** Founded in 2018, The Chic Street is a streetwear brand that targets young adults looking for trendy, street-inspired clothing. They have unique designs and often collaborate with influencers. They position themselves as a trendy and youthful streetwear brand.

**Classic Couture:** Founded in 2015, Classic Couture is a luxury fashion brand targeting the high-end market. Their customers are wealthy individuals who are looking for quality, exclusive clothing pieces.

**Friendly Thread:** Founded in 2022, Friendly Thread is a sustainable clothing brand that targets environmentally conscious customers who are looking for clothing that is made of sustainable materials and produced in an eco-friendly way. The company's business is doing well due to the increasing awareness of environmental issues and the demand for sustainable clothing.

## Potential Partners

**The Right Foot:** Founded in 2010, The Right Foot is a footwear company targeting young, fashion-conscious consumers. They are known for their trendy designs and high-quality materials. Their positioning is to offer high-quality, trendy footwear at an affordable price.

**Accessorise:** Founded in 2005, Accessorise is a fashion accessory company that targets young women and men who are looking for stylish and affordable accessories. They are known for their trendy designs and high-quality materials. They are a well-established company and have a strong presence in the fashion accessory market.

**Isabelle Paris:** Founded in 1990, Isabelle Paris is a textile company that targets fashion designers and clothing manufacturers. They are known for their high-quality fabrics and unique designs. They are a well-established company and have a strong presence in the textile market.



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