

Apparel marketing strategies and their role in fashion brand, an analytical study

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Abstract:

Marketing success in the rapidly changing environment of the garment industry requires a detailed study of the clothing marketing strategies of successful international companies so that start-ups and small companies can choose and design an appropriate strategy for them. The research deals with the importance of studying marketing strategies and applying them to the fashion and fashion industry.

And the role of marketing strategies in the success of clothing and fashion brands and focus on studying fashion trends and predicting fashion trends for the influence of influence on clothing and fashion marketing and the importance of brand building and development as a basic strategy for clothing As well as studying the elements of the marketing mix that are often related to the 4Ps, the 7 methods of marketing services, and the 4Cs theories that were developed in the 1990s. With a case study of the strategies used to market clothes for fashion brands that differ in their policies and marketing strategies, but are distinguished by their remarkable success, a case study of the marketing strategies of ready-made garments for Zara International and their success in the Egyptian market.

Keywords:

Marketing Strategies - Fashion - Fashion Trends - Branding