

# Tendencias en la industria de la moda

## Effective Marketing in the U.S.



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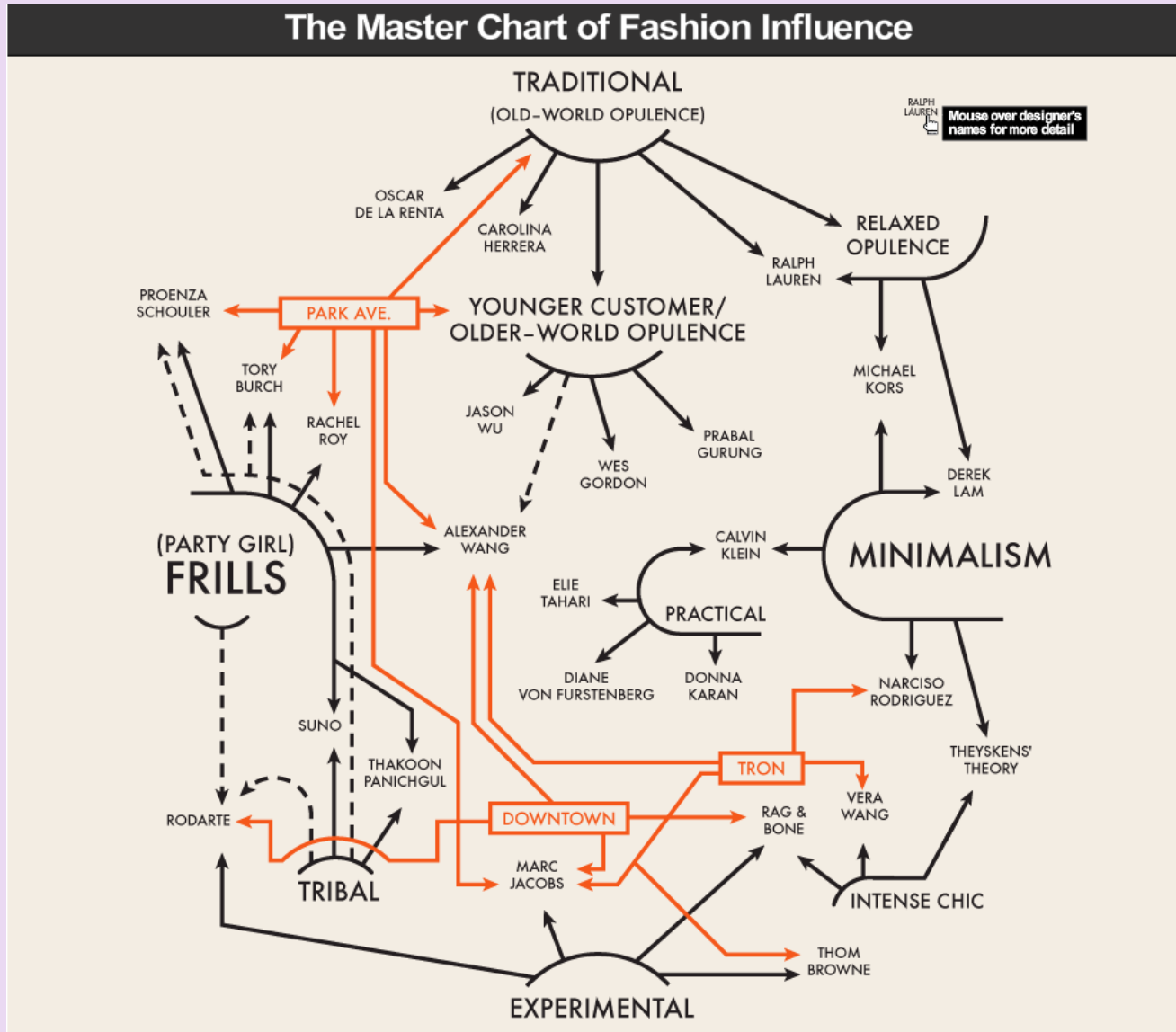
11 de Marzo de 2015

Lima, Perú



# Why is marketing important?

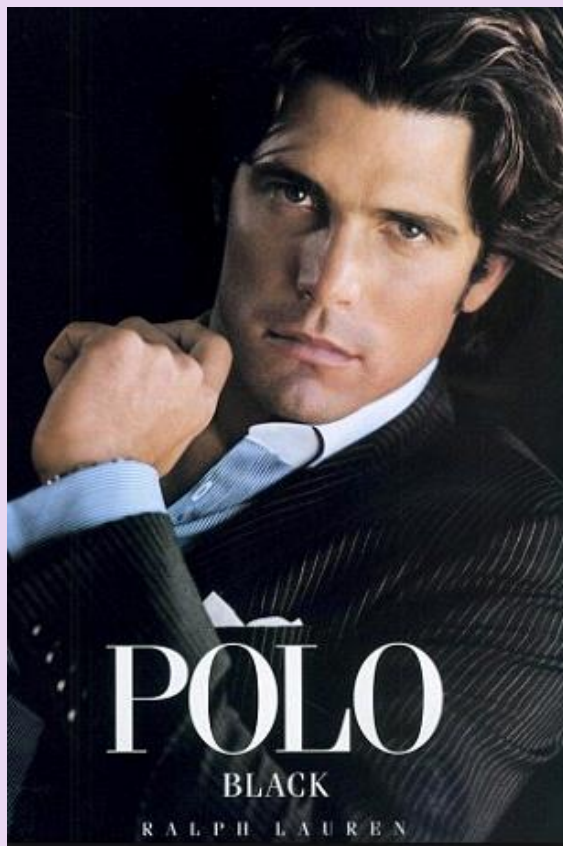
1. The apparel industry is a very crowded market with a lot of competition



2. These days to achieve sell-throughs, stores expect brands to have some buzz
3. Even landing a sales rep can be challenging if your brand doesn't have buzz or a track record



# 4. Your competitors are marketing their brands which means they have mindshare.



# Branding

Marketing starts with branding because

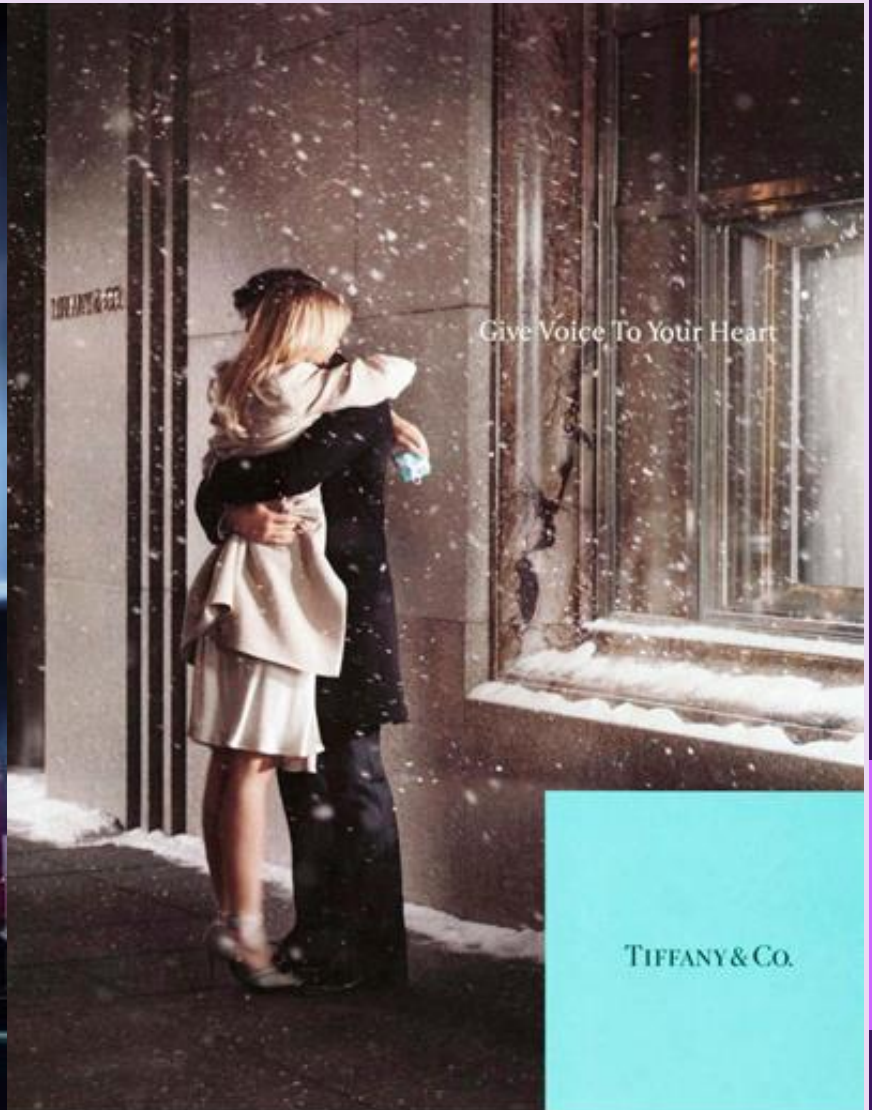
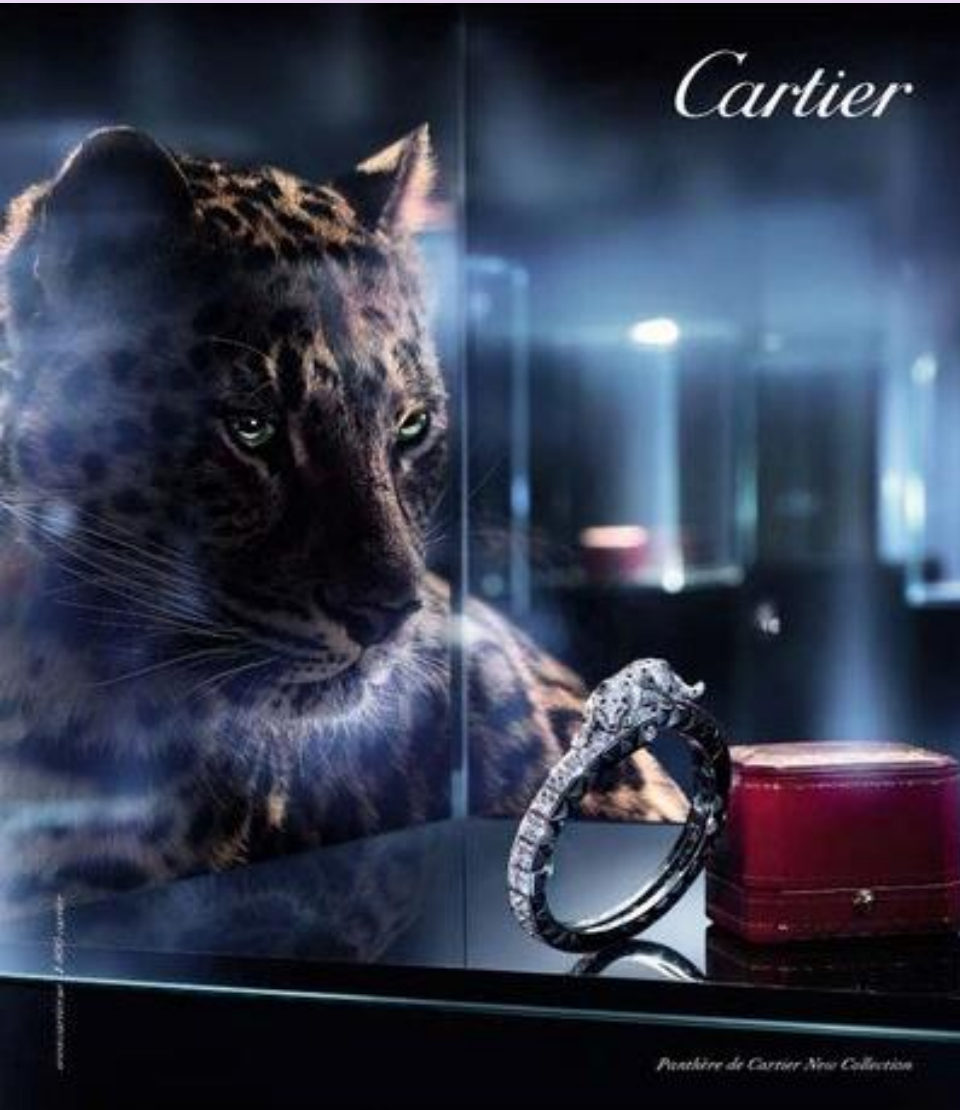
- today's consumers buy into compelling stories
- brands create the emotional connection to the product.



# Example: TOMS Shoes



# Brand examples



# Brand elements

Branding includes your:

- 1. Product**

How it looks, the styles you include, the quality, where it's made

- 2. Voice**

This is how you talk to the consumer about your product. Your voice could be jovial, informational, fun, edgy, etc

- 3. Visual language**

This is how you represent your brand through images and illustrations across everything from your website to your ads to your logo to your hangtags

# Branding Example—Zutano

The Zutano baby brand is instantly recognizable by consumers because it has a unique art style and color sensibility.



Zutano®



# Branding Example—Tory Burch



# Amplify

Once you've developed your brand story, you're ready to amplify it.

# B2B Marketing

# B2B Marketing

- If you're selling wholesale, start here.
- Don't market to the consumer before they can find your product in stores
- B2B (business to business) marketing helps you gain stores' attention



# Keys to B2B Marketing

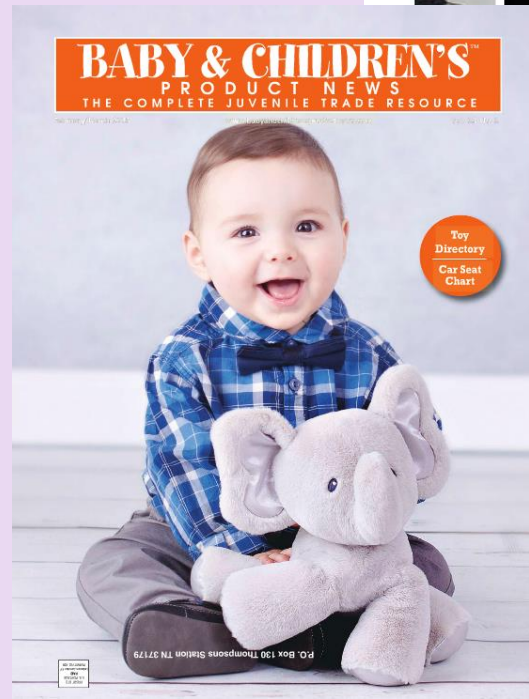
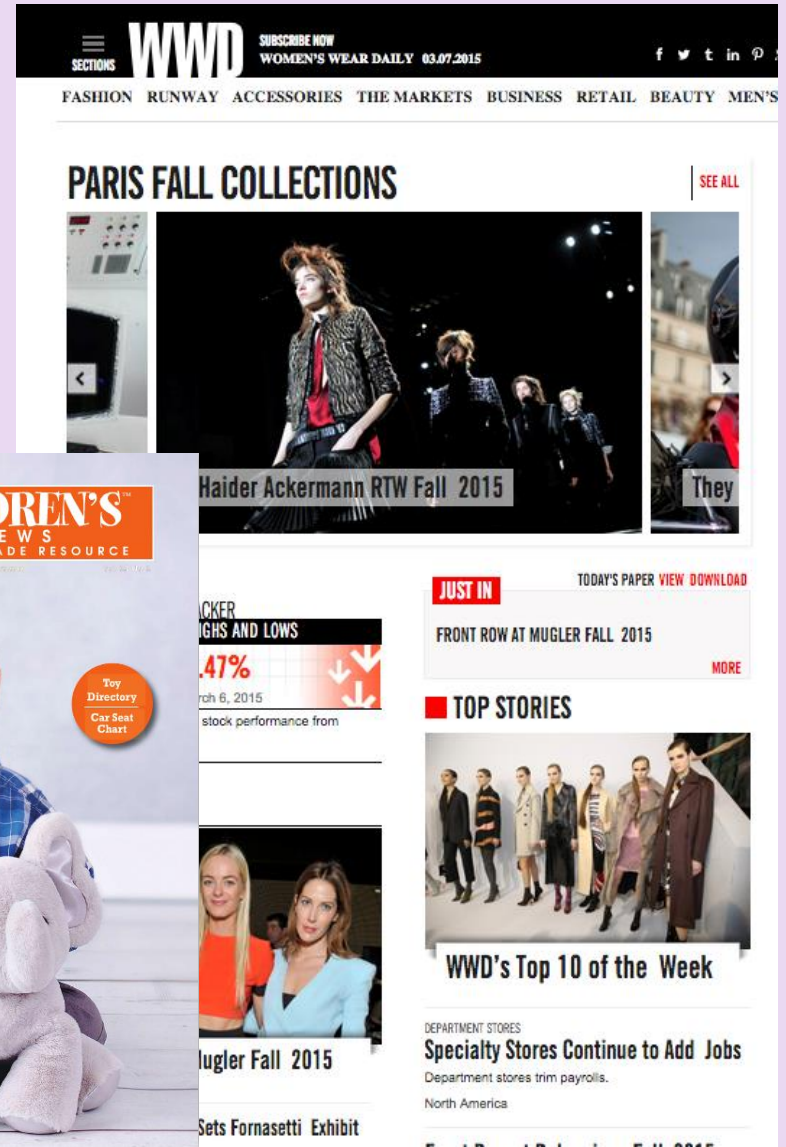
1. Public relations to trade publications
2. Sending direct mail and email marketing to stores
3. Working with a sales rep
4. Participating in trade shows and/or having sales reps

# 1. Trade Publications

Trade publications (also known as B2B publications) are magazines and online resources read by those in the industry, including buyers, designers, brand managers, sourcing professionals, etc

# Trade Publication Examples

- Women's Wear Daily (WWD)
- Business of Fashion
- Sourcing Journal
- Mann Newswire
- Earnshaw's
- Accessories
- Vamp
- Footwear Plus



# Trade Publications

- Trade publications cover the wholesale season, ~4-6 months before the goods hit stores
- For PR, be sure to contact editors at least 2 months prior to issue date
- Pitch your new line to trade editors by:
  - Providing them with high resolution images
  - Providing a press release with:
    - Product descriptions
    - Sizes
    - Wholesale prices
    - Brand history



## 2. Direct Marketing

This means contacting stores directly by:

- Call key accounts and visit in person, if possible
- Email and snail mail stores

You can obtain email and physical address lists from:

- Trade shows
- Trade publications
- Credit companies



# 3. Sales Reps

Working with an independent sales reps is a form of marketing because:

- They have relationships with buyers who trust them
- Their showrooms are established destinations



# 4. Trade Shows

Trade shows allow you to get in front of buyers directly.

Key trade events are:

- Adults—ENK Coterie, Magic, Capsule, Men's Week
- Accessories—FFANY, Accessories the Show, Platform
- Children's—ENK Children's Club, Playtime, KidShow
- Other—Vision Expo, Outdoor Retailer, NY Now



# Market Weeks

- In the sales regions around the country, there are market weeks at market centers or hotel set ups
  - AmericasMart Atlanta
  - Dallas Market Center
  - LA Market Center
  - Chicago Mart
- Road reps will also travel with your line to smaller hotel-based shows or to stores directly



# Market Weeks

Remember, though the shows are helpful to draw buyers, you still need to market your brand prior to and during the show to get buyers in your booth.



# B2B Recap

1. Public relations to trade publications
2. Sending direct mail and email marketing to stores
3. Working with a sales rep
4. Participating in trade shows and/or having sales reps

# Consumer Marketing

# Consumer Marketing

Marketing to the consumer can be challenging because they're bombarded with so many marketing messages.

It can be costly because you're trying to reach a wide array of people.

# Consumer Marketing

1. Traditional PR
2. New Media Marketing
3. Social Media
4. Celebrity seeding
5. Advertising

# 1. Traditional PR

Consumer PR tactics are similar to trade in that you'll need to:

- have a brand story
- know the media outlet you're pitching
- Know the lead times for pitches
- provide editors/producers with high resolution images
- provide a press release with:
  - Product descriptions
  - Sizes
  - Wholesale prices
  - Brand history



# 2. New Media Marketing

Fashion bloggers, once seen as second-class citizens of the style world, are finally taking their place in the front row.

*The*  
**BLOG  
POWER  
LIST**

*They've got the world at their feet. When they're not sitting front row, they're signing book deals and starring in ad campaigns. We asked a panel of industry experts to select their top ten favorite blogs*

Follow NET-A-PORTER on Twitter and tell us who your favorite blogger is

**MEET THE PANEL**

 <b>MICKEY BOARDMAN</b> Founder, Paper Magazine	 <b>DEREK BLASBERG</b> Editor-at-Large, Harper's Bazaar US	 <b>GRACE LAM</b> Senior Fashion Style Editor, Vogue China	 <b>COLIN MCDOWELL</b> Fashion Commentator	 <b>JONNY JOHANSSON</b> Creative Director, Acne	 <b>ANNA LAUB</b> Creative Director, Prism	 <b>PETER PILOTTO &amp; CHRISTOPHER DE VOS</b> Designers, Peter Pilotto	 <b>RICHARD NICOLL</b> Creative Director, Richard Nicoll	 <b>RICH TONG</b> Fashion Director, Tumblr	 <b>MATTIAS SWENSON</b> Founder, Bloglovin'
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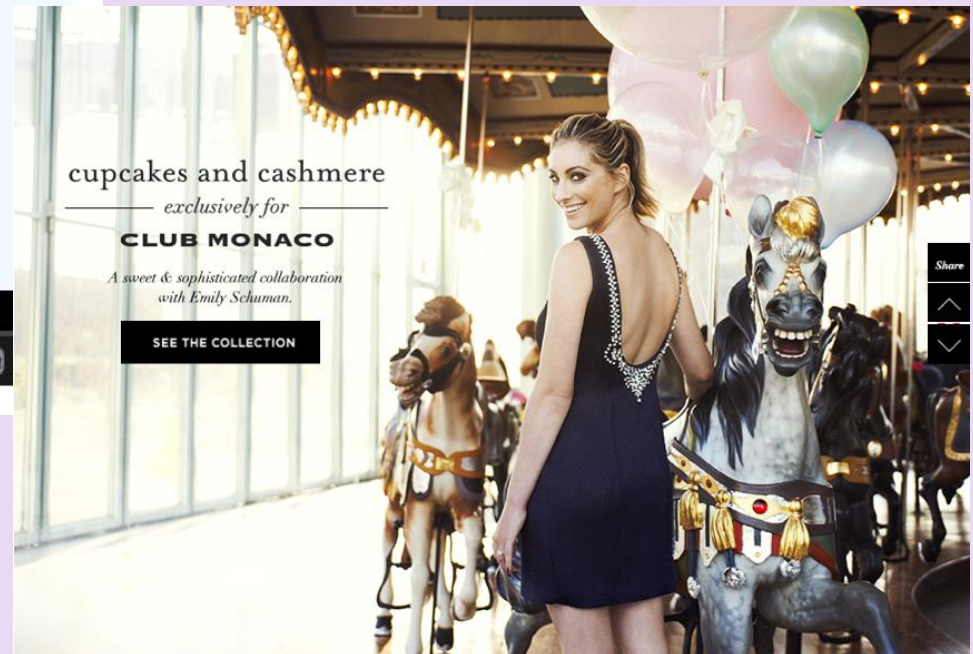
# New Media Marketing: Bloggers

- Bloggers are valued based on their page views and audience engagements.
- Brands partner with them to capitalize on their readership as well as their authentic voices.
- Plus, they're less expensive to work with than celebrities.



# Blogger Collaboration Examples

Top bloggers like Manrepeller and Cupcakes & Cashmere are collaborating with brands on capsule collections.



# Blogger Promotion Example

ABOUT ▾ DAILY OUTFIT ▾ GALLERY ▾ LIFESTYLE ▾ DIY ▾ SHOP ▾ MORE ▾

## WHAT I WORE



Coach brand & What I Wore  
Polyvore Campaign

**WhatIWore:** I'm teaming up with [Coach](#) and [Polyvore](#) for a contest to win Coach's newest Poppy fragrance and a Coach Poppy gift bag worth \$498!! *One winner from the What I Wore comments on this post will be selected to win!*

# 3. Social Media

Allows you to connect with your audience directly

Use it for:

- building a community for your brand
- connecting with and amplifying your stores' efforts
- customer service
- selling direct to consumer
- creating brand ambassadors
- Keeping fans engaged



# Social Media

Social media—and marketing in general—works because our biggest influencers are our friends

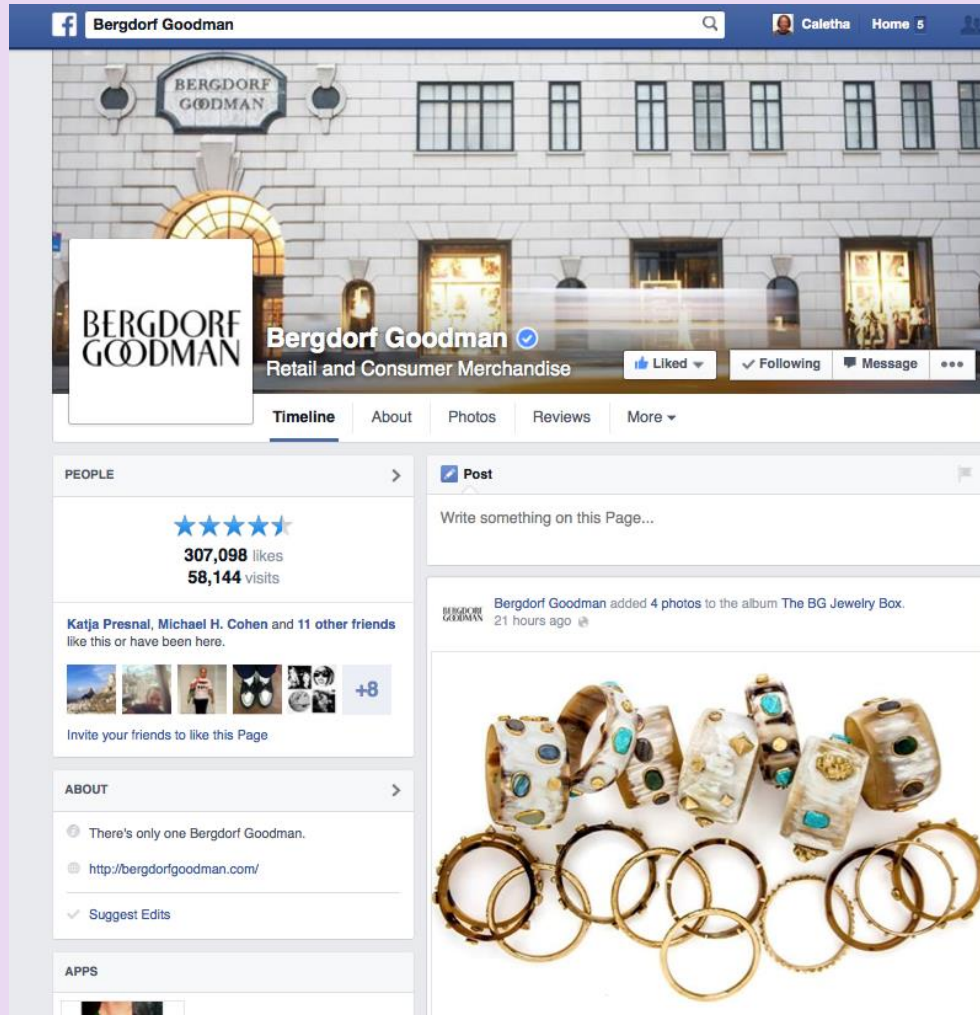


# Social Media Content

- crowdsourcing or letting your fans have a say in your design process
- giving a behind-the-scenes look at your inspiration/process
- creating excitement about new launches
- spreading the word about press or celebrity sightings in your clothes
- Hosting contests and giveaways to build excitement



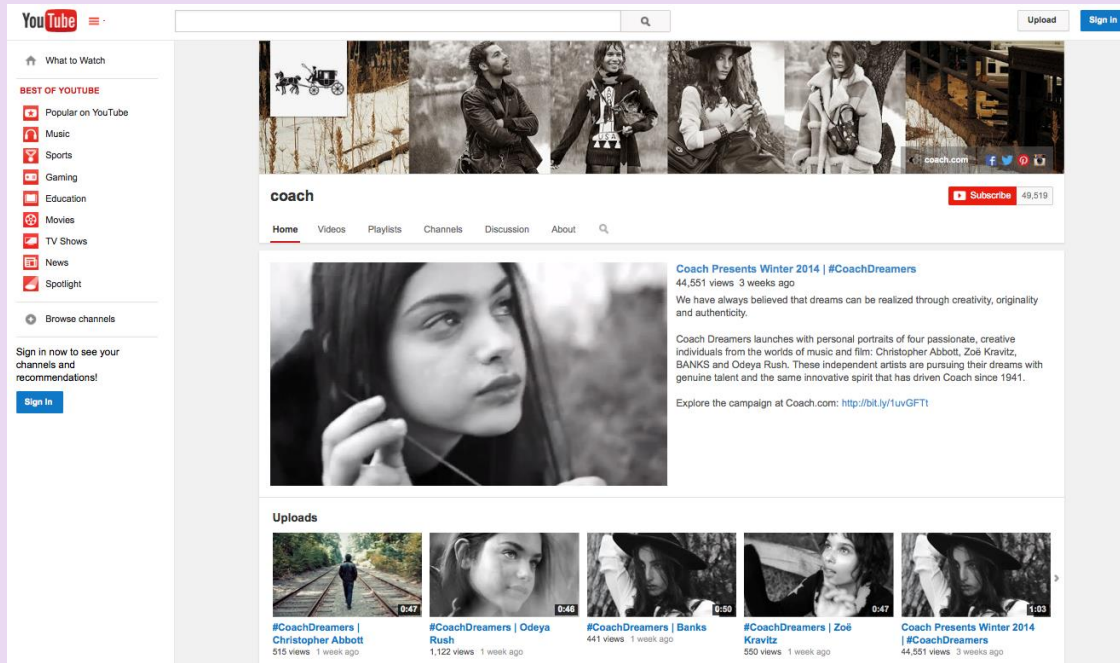
# Social Media: Facebook



Facebook is still the king though its increasingly difficult to use, as it tries to make brands buy ads in order to reach their fans

# Social Media: Youtube

- YouTube averages nearly 20 million visitors per month, according to Nielsen/Net Ratings
- Youtube is the second largest search engine behind Google
- Since it is video based, Youtube is powerful for creating a brand mood.



The screenshot displays the YouTube channel page for Coach. The channel name is "coach" with a subscriber count of 49,519. The main video featured is "Coach Presents Winter 2014 | #CoachDreamers", which has 44,551 views and was posted 3 weeks ago. The video description states: "We have always believed that dreams can be realized through creativity, originality and authenticity. Coach Dreamers launches with personal portraits of four passionate, creative individuals from the worlds of music and film: Christopher Abbot, Zoë Kravitz, BANKS and Odeya Rush. These independent artists are pursuing their dreams with genuine talent and the same innovative spirit that has driven Coach since 1941. Explore the campaign at Coach.com: <http://bit.ly/1uvGFTI>".

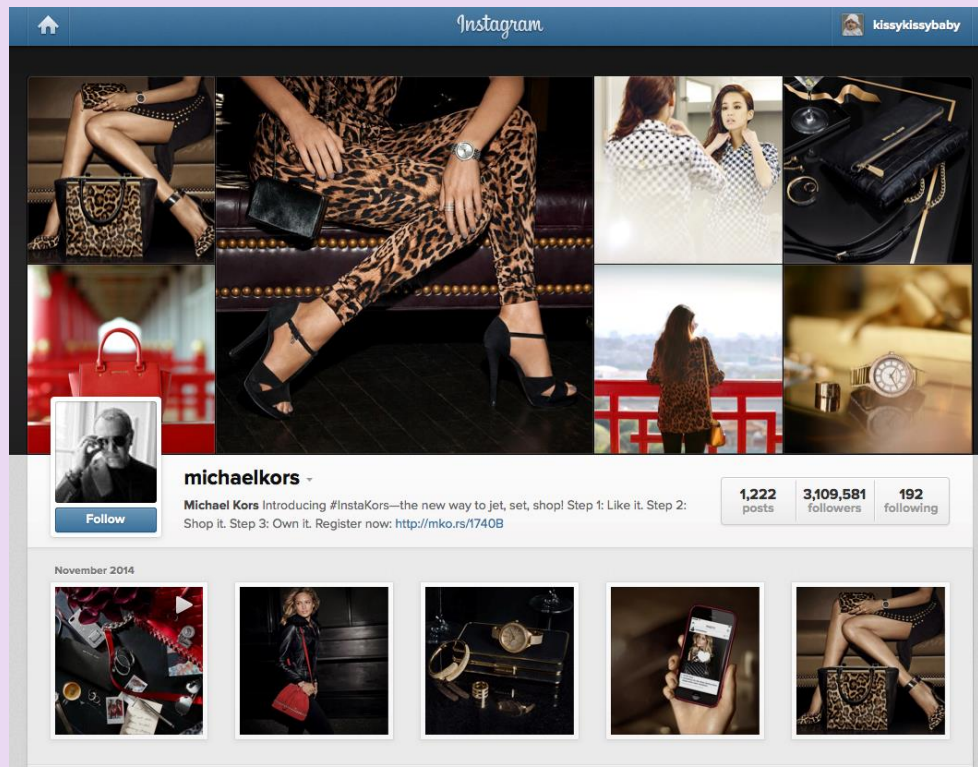
Below the main video, there is a section for "Uploads" with five video thumbnails:

- #CoachDreamers | Christopher Abbott**: 515 views, 1 week ago (0:47)
- #CoachDreamers | Odeya Rush**: 1,122 views, 1 week ago (0:48)
- #CoachDreamers | Banks**: 441 views, 1 week ago (0:59)
- #CoachDreamers | Zoë Kravitz**: 550 views, 1 week ago (0:47)
- Coach Presents Winter 2014 | #CoachDreamers**: 44,551 views, 3 weeks ago (1:03)

# Social Media: Instagram

The photo-sharing app is a leader in social media for fashion brands because it's visual.

Instagram has changed the way advertisers think of return on investment. It used to be conversions (sales) and now it's followers and engagement.



# 4. Celebrity Seeding

Getting celebrities to wear your clothes—and get photographed in them—is one form of marketing

There are a few ways to go about it:

- Your PR firm may host gifting suites where they give product away
- You could work with a gifting company to get your product into celebrity gift bags
- You can send product to a celebrity's stylist



# 5. Advertising

- Advertising works on impressions
- The more a potential customer sees your brand message, the more likely they are to shop your brand



# Advertising

But before you pick a magazine or blogger to advertise with, you want to evaluate:

- **Quality**—if their readership is a good fit for your brand
- **Quantity**—how many people read the publication or blog

The site or publication's media kit would tell you more about each of these.

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