

Fashion Customization Brand Model Analysis in China

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Abstract—Based on brand model classification and analysis. Customization fashion brands in china can be divided into three different types. After analyzing operation model, business model, profitability model, and service model. We can find that these three customization fashion brands are greatly different in target customer, service method, wearing occasion, and so on. As a customer centric fashion format, fashion customization brand type can be summarized as follows. First one, high-end customization fashion brand; second one, customization product line or sub-brand accompany with brand upgrading; third one, mass customization fashion brand. The research will be helpful to brand repositioning and other specific problem solving.

Index Terms—customization; brand model; classification; position; core dimension, customer centric

I. INTRODUCTION

As a unique fashion format, the development of fashion customization matches to social background and culture. From haute couture to contemporary brand's multi-variation, from product line extension and brand upgrading to the retro to made to order concept. From only offering service to ancient Chinese royalty family to mass products, the boundary between fashion customization and ready to wear is obscure now. We had to rethink and consider the connotation and brand value of fashion customization again.

II. CONCEPT AND CLASSIFICATION OF FASHION CUSTOMIZATION

This article considers the concept of fashion customization firstly. It based on customer's personal needs, body characteristic, personality, is a customer centric fashion service model. Which according to customer's requirements for design, cutting, details, service, price, and other preferences to satisfy one specific person or a small group of target customer? Totally, fashion customization is the procedure to making of clothing for customers to fit their individual requirement.

As a concept that is not so clear, fashion customization can be divided into many kinds. Such as the differential of customization degree, scale, mode of production, wear

occasion, product value, made to order segment, and customer participation levels. (see Table I)

TABLE I. THE CLASSIFICATION OF FASHION MADE TO ORDER

Divide Criteria	Classification
Made to order degree	Bespoke tailing, Semi-bespoke, Made to order, Mass customization[1]
Made to order scale	Individual made to order, Group customization
Mode of production	One to one, Small batch
According to wear occasion	Dressing customization, Professional customization, Uniform customization, Casual made to order
Product value	Mass product attributes, Luxury product attributes
Customization segment	Made to order, Sale to order, Assemble to order, Engineer to order[2]
Customer participation level	High participation, Medium participation, Less participation, No participation

III. FASHION CUSTOMIZATION BRAND MODEL AND CORE DIMENSIONS

Brand can be concluded through four viewpoints. Firstly, brand is name, logo, graphic, and all above. The purpose of brand is to distinguish the product and service of itself from competitors. Secondly, brand base on audience attitude. This viewpoint stresses that brand is a preference. The aim to create a brand is making unfair. Brand value comes from customer's affirmation. Thirdly, brand's goal is to build a close relationship with customer. Fourthly, brand value depends on brand assets and brand acceptance. Brand value is the final objective.

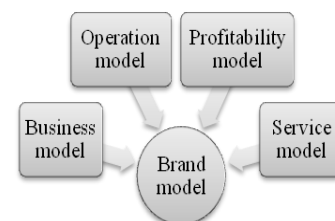


Figure 1. Brand model and its core dimensions

In the fact, the connotation of brand model is unclear. But based on summarization above, combined with general concept of brand, this article has conclusion as follows. Brand model is a kind of relationship that is forming in the procedure of produce, design and sale. Through study, it is not difficult to find that in Fig.1. The content of brand model includes business model,

profitability model, operation model, distribution model, sales model, service model, and so on. These models are mutual alternative, sometimes even cohesive. [3], [4], [5]

Through analysis the development of fashion customization brands in China and other country. In the beginning, the most important reason to create a fashion made to order brand is to distinguish product itself from other similar quality product. It is a method to help target customer to comprehend our brand's unique attributes or competitive strength. Accompany with the growth of fashion industry, fashion customization brand be given more symbolization besides visible product. Invisible product level endows huge value to fashion customization brand. Therefore, the research about brand model will be helpful to a customization brand. Through this way, brand will be more lucrative, and an integrated brand value chain can be structured based on that. [6], [7], [8]

In specific, this article chooses business model, operation model, profitability model and service model as core dimensions, based on these models to start the analysis of fashion customization brand model. (see Table II)

TABLE II. FASHION CUSTOMIZATION MODEL AND CORE DIMENSIONS

Dimension	Classification
Business model	Direct business model, Brand agency model, Sales agency model, Commission model, co-brand model
Operation model	Single brand operation model multi-variety brand operation model
Service model	Personal service model, standard service model
Profitability model	Based on brand value, Based on brand extension and upgrading, Based on customer creation and participation

IV. INTEGRATED ANALYSIS OF FASHION CUSTOMIZATION BRAND MODEL CLASSIFICATION

Brand model is the concept that refers to relationship existed among produce, design and sale's procedure. Through systematic survey, such as focus group investigation, questionnaire, deep degree interview. Fashion customization brands can be classified to three kinds. (see Table III) We can overlook every detail carefully. The first type is the workshop or customization brand only focus on high-end customer. The second kind is the sub-brand or brand's upgrading series which belongs to a brand family. It greatly depends on read to wear brand, it's a kind of brand upgrading or brand extension. The third type is mass customization fashion brand. After analysis and comparison relevant core dimensions of them, the differences of these three kinds of fashion customization brands type are obviously. (see Table IV)

TABLE III. FASHION CUSTOMIZATION BRAND STYLE

Brand model		Target customer	Quantity	Price	Customization degree
Workshop or specialty customization brand	Haute couture workshop Specialty fashion customization company	Specific customer	One piece	premium High price	Haute couture Bespoke tailoring
Upgrading series or sub-brand of ready-to-wear brand	Fashion customization product line or sub-brand belongs to designer brand	Specific customer	One piece	High price	Semi-bespoke
	Fashion customization product line or sub-brand belongs to mass product brand	Small group of customer	Small batch	Better price	Made to order
Mass customization fashion brand	Specialty made to order fashion brand Online made to order brand	Small group of customer	Small batch Mass production	Reasonable price	Mass customization Mass customization

TABLE IV. FASHION CUSTOMIZATION BRAND MODEL CLASSIFICATION AND CORE DIMENSIONS ANALYSIS

Brand model	Business model	Operation model	Service model	Profitability model
High-end customization fashion brand	Direct operation, Vertical marketing system	Single brand	Personal customization service	Based on customer creation and brand value
Customization product line or sub-brand	Direct operation (sub-brand based on family brand's capability and affection)	Multi-variety brands	Personal semi-customization service	Based on brand extension and upgrading
Mass customization fashion brand	Sales number as dominant factor	Single store	Standard service	Benefits contributed by big quantity and limited customer participation

A. Chinese High-end Customization Fashion Brand

While Chinese name are appearing more often in international magazines as designers and dresses worn by

Chinese actresses are catching attention on the red carpets of the world. The fame and reputation of a person or dress can't represent an entire brand. Zhang Zhifen's NE-Tiger and Rose studio by Guopei are the most famous Chinese fashion brands in the world, both started with Haute couture, but now also produce ready-to-wear items. However, the two brands are largely based on the designers' personal reputations and have not become chain businesses like the best customization brands in the global market.[9]

Although not widely recognized, some domestic luxury brands are seeing healthy growth and showing potential to become well known customization brand. This kind of brands focus on high-end fashion marketing, it offers service to the extremely rich group customer, such as star, celebrity. Chinese aesthetics and values are mainstream method in this kind of customization product. These brands along with Shanghai Tang born in Hong Kong and now have dozens of stores around the world. Which is a example of company profits from China's well-established reputation for certain specialties. However, as relative newcomers in the global customization industry, Chinese brands are unable to speak of long-held traditions or legendary stories. Still there are ways to add a soul to the name.

High-end customization fashion brands are almost all direct business. Its business model is simple and only focuses on Haute couture. A team works only for one specific person. That greatly based on customer's participation. This kind of brand stress highest art value, sophisticated details, exclusive materials and particular format, to present social status of target customer.

The differences between top Chinese customization fashion brands and the world-class customization brands mainly exists in the brand content, taking into account its originality, popularity, quality of services and cultural meaning.

B. Customization Product Line or Sub-brand

Accompany with brand's development and multi variety customer needs, some ready-to-wear brands expand their sub-brand, which focus on fashion customization. It's a kind of brand upgrading method. And to present brand capability totally.

From the viewpoint of operation model, that is a kind of semi-customization service. The main purpose of build the sub-brand is to realize brand value. Although there are a few relatively successful sub-brand or customization product line be there, but they are not on a scale to be qualified as luxury brand.

We must understand that building up a solid and reputable brand is not a one day task. The top customization fashion brand all started with a designer and developed for a century to turn a fashion studio into a real global business. Only time can solve many of the problems we have at the moment.

C. Mass Customization Fashion Brand

Greatly different from brand model one and model two, mass customization fashion brand owns the attributes of mass products. It based on medium price and product management format. This kind of brand utilizes contemporary technology and information as tool to satisfy customer's personal needs. It greatly depends on supply chain management. In china, mass customization fashion brand includes two main types. First one is uniform made, which is group customization. Second one is the online mass customization fashion brand.

V. CONCLUSION

Based on classification and definition of fashion customization brand's model, core dimensions of brand model can be abstracted. Such as operation model, business model, profit model, and service model. Then brand style can be divided into three kinds. The first one focuses on luxury fashion field. Similar to haute couture, this workshop only pays attention to one specific customer. The second one is a member of whole brand family, or the sub-line of a fashion brand. It reflects the upgrading capability of the fashion brand. The third one belongs to mass customization field. Through the relevant case study and analysis, the results will be helpful to repositioning of the customization fashion brand.

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