

# Ingenious Fashion Marketing Comprehending Technology

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[www.ijcseonline.org](http://www.ijcseonline.org)

Received: Sep /02/2015

Revised: Sep/12/2015

Accepted: Sep/23/2015

Published: Sep/30/ 2015

**Abstract**— A decade back television, radio, newspaper, magazines, and billboards were among the major channels that placed advertisements, but now the trend has changed. A completely new era of marketing has opened up. The advancement of the mobiles, smart phones, Internet and the World Wide Web (WWW) has incredibly changed the lives of people. Using the Internet and the WWW, users are able to express their information requests, navigate specific websites and perform e-commerce transactions. This paper explores innovative marketing strategies which fashion companies are employing to outshine in today's cut-throat market competition.

**Keywords**— Fashion Marketing, Smart Phones, Digital Marketing

## I. INTRODUCTION

Fashion is an ongoing process of conceptualizing new trends. It must be viewed within a broader context such as designers' ethnic and social background, attitudes, technological innovations, the economic and political conditions and designer's ethics.

For fashion as a continual change two abilities are required; creative design skills and identification with customer preferences. While design skills are a matter of talent, identification with customers is a matter of marketing which can provide additional knowledge and the skills needed to ensure that the creative component is used to the best advantage, allowing business to succeed and grow.

Social media and fashion blogs have changed the information flow among the fashion industry – fashion trends and news are no longer passively received, they are rather being commented, discussed, exchanged, and ultimately even recreated. Such an information flow where users are in an empowered position has a natural impact on the entire industry, which needs to learn how to operate in this new environment.

The Indian retail market is expected to demonstrate a promising year-on-year growth of 6% to reach USD 865 billion, by 2023, from the current USD 490 billion. The share of apparel in India's retail market is 8%, corresponding to a value of USD 40 billion. In addition to fashion apparel, the growing demand for fashion accessories makes the Indian fashion market both interesting and lucrative. India's garment industry employs about eight million workers, of which 70 percent are women. Approximately 2 million people are employed in the manufacture of textiles, clothing, leather and footwear in India. Consumption expenditure of households in India is estimated at 43.6 trillion Indian Rupees (2010). Expenditure on clothing and footwear contributes around 3.1 trillion Indian rupees, 7.2 percent of the total domestic consumption.

There has been a major shift in the way consumers in India are shopping, with interest in mobile and internet shopping increasing. Brands like Benetton, Zodiac, Z3, Zara, Vero Moda, Calvin Klein, Diesel and Tommy Hilfiger have experienced good sales growth in the country, while names like Zara, Armani, Forever21 or Uniqlo appeal to the Indian audiences, attracting higher per square foot sales compared to the departmental or hypermarket stores. On the other hand, Indian companies like the Arvind group, Madura Fashion and Lifestyle, Raymond Apparel, Trent Retail, Reliance Retail and Future Group have announced plans to launch their own fashion labels. A rising number of urban and small town consumers purchasing branded fashion has led to the growth of branded e-tailing industry in India. With government allowing up to 100 percent foreign investment in single brand retail, many foreign labels are eyeing an entry into this lucrative market.

Before opening retail stores, there are certain issues to be kept in mind, such as proper infrastructures, location, visual merchandising, hard to crack consumer tastes, proper licenses and permits in order to operate and to be familiar with the policies imposed by the government when it comes to selling goods. The ASSOCHAM has called for the removal of infrastructural and various logistical bottlenecks that are proving to be a bane for growth and development of the designer wear segment in India.

Smartphones have grown increasingly more sophisticated in recent years, allowing consumers to do everything from buying a new outfit to watching their favorite TV shows. The smartphone has the capability to transform consumers' shopping experiences and the value of marketing: consumers can now easily and quickly shop across multiple channels (physical store, web-based, and mobile) with substantially greater level of convenience, flexibility, efficiency, and personalization.

The advent of smartphones means that marketers can develop a wider range of pull-based services and employ a

larger set of marketing techniques. Further, with the introduction of new technologies, such as Radio Frequency Identification Tags (RFID) and e-wallets that easily integrate with smartphones, marketers and consumers will be exposed to a whole range of marketing innovations that were not possible with the classic mobile phone. For example, smartphone apps such as Amazon's Price Check and Google Shopper allow consumers in a physical retail store to use their smartphone to enter the bar code of a product or take a photo of a product and immediately receive price comparisons, customer reviews, discounts, coupons, and other information on their smartphones while also looking at the product in the store.

Store retailers, experts say, have some decided advantages over their web-only competitors, such as their proximity to consumers, enormous amounts of data about consumers and what they buy and their ability to convert in-store shoppers. But their disadvantages—namely the high costs of running physical stores relative to the costs of running a web-only retail site—puts stores in jeopardy.

Some prominent retailers including Circuit City, Linens 'n Things, Filene's Basement and Borders have already seen the downfall. Each of those nationwide chains failed to adapt quickly enough to competition from Amazon.com Inc. and other web-only retailers that emerged in the past decade and a half. To stave off a similar fate, store retailers are changing their strategies, structures and services to provide consumers with what they want, however, wherever and whenever they want them—whether that's online, in a store or somewhere in between. At the same time, they're also striving to improve their bottom lines by streamlining stores. Pursuing this strategy will cost them money and require them to realign their resources, but these moves are necessary for survival. It will also require them to think creatively and test the various technologies that are available to satisfy consumers enough that they'll set aside the convenience of tapping a few keys online and instead travel to shop [1].

Smart on-line shopping tools are being developed that have the potential to dramatically reduce returns and minimize shipping energy and waste in the process. The apparel and accessories category's gains are attributed primarily to retailers' improved methods for online merchandising and visualization. This refers to the type of marketing that takes place on the internet, where all the marketing resources and assets are transferred online. Retailers continue to increase the scale of their ecommerce operations, particularly by investing in online sales platforms that display products and convert shoppers more effectively; apparel sales have benefitted more than any other category. Apparel has become an online success due largely to easy and free returns, innovative visualization tools and the presence of customer reviews.

Customers are continuously evaluating products and sharing their thoughts on the web. They have more information earlier in the sales process. Consider Amazon. It is a great ecommerce site that also makes it easy for shoppers to look

at reviews in support of making a purchase, which is crucial in the customer buying process. In the enterprise space, there are IT communities dedicated to sharing reviews with colleagues, with millions of members. There are also LinkedIn groups and well-informed bloggers who focus solely on these topics. With the abundance of well-researched, end-user generated content; it is no surprise that the majority of the customer walk-through happens before customers engage with your website.

## RESEARCH BACKGROUND

The emergence of smart phones and internet has transformed the rules and pattern of business, communication and dissemination of information. Internet-based media has made possible for one person to communicate with hundreds or even thousands of other people about products or services, and the companies which provide them [2]. Internet has not only brought certain style in sense of design but has transformed the environment where this industry operates; it has made it global, targeted, direct and interactive. Current fashion marketers operate globally, they more than ever have to build a strong image and corporate culture, target their customers, identify with their needs and preferences, and arose in them loyalty towards the brand. Simultaneously they have to deal with a new nature of communication which has become more dialogs based and direct as was described in previous section. Fashion retailers use the Web primarily to display the most up-to-date collection and sell them online directly to their customers; despite of the continued speculation about the limited abilities and disadvantages of online distribution. Some designers and brands do not enable online purchase because of the high cost in case of reclamation and eventual complication with interstate transport.

Prior research on mobile marketing has focused on themes such as mobile phone usage, behaviors, and motivations [3,4,5]; differences in users' responsiveness to mobile and other media[6]; perceptions of mobile phone marketing[7]; attitudes towards mobile advertising, entertainment, discount coupons, and shopping[8,9]; consumers' trust and experience[10,11]; mobile SMS and MMS advertising acceptance [12,13]; M-services usage[14]; consumer acceptance of mobile marketing[15,16]; permission-based mobile marketing[17,18]; cultural influences on the adoption of SMS advertising[19]; success factors in mobile marketing [20]; and the development of mobile marketing strategies [21]. A few other studies focused on summarizing cell phone usage and advertising acceptance among college students and their motivation factors of the mobile phone use.

## DIGITAL FASHION MARKETING: FACTS AND FIGURES:

Fashion is greatly privileged and it's accessing costs are high. However the emergence of Web Based Marketing allows participation in this specific subculture with no material limitations and makes fashion more accessible and

democratized. Although electronic-based fashion is without barriers and practically anybody can express and spread his fashion ideas it does not mean that there are no costs at all.

Small business website – manta.com – have just released a new survey showing that 90 percent of small businesses are using online networking, leaving 10% yet to embrace social networks. Consumers are spending less time shopping in stores and shifting more of their retail dollars to the web. An American Survey shows that between 2004 and 2012, the average amount of time consumers 15 and older spent shopping for goods on weekends dropped 14.3%; on weekdays, it dropped 11.8%. Even during the hectic holiday season last November and December foot traffic in stores fell 14.6% compared to the previous year, according to ShopperTrak, which monitors traffic and sales at major malls and retail chains. Meanwhile, online sales are growing at a double-digit pace; they were up 16.9% year over year in 2013, according to the U.S. Commerce Department, whereas total retail sales, which include e-commerce, grew 4.2%.

The revenue from Internet advertising shows a positive trend. It was reported that search engines' revenues from search advertising (sponsored search) in 2006 reached \$9.4 billion, a remarkable increase of approximately \$3.65 billion from the revenues earned in the previous year (Newcomb, 2007). A survey by the Interactive Advertising Bureau shows that the revenue of Internet advertising in the US for the first half of 2009 reached over \$10.9 billion. In the first quarter of 2011 Internet advertising revenues reach \$7.3 billion. Clearly the future of digital marketing looks promising.

The research firm says smartphones and tablets now account for 11% of e-commerce sales. It predicts that share will reach 25% by 2017.

Consumer electronics and apparel will help drive the growth: E-retail sales in the United States will grow at a compound annual growth rate of approximately 14% over the next four years, topping out at \$434.2 billion in 2017, according to a new projection from eMarketer Inc. Current and projected sales statistics show strong web sales for products in the apparel and accessories category. EMarketer said that e-retail sales of apparel and accessories reached \$54.2 billion in the United States, accounting for 20.9% of 2013 total web sales. EMarketer, however, predicts apparel and accessories online sales will post the strongest Compound Annual Growth Rate, 17.2%, through 2017.

Online sales of apparel and accessories are now growing faster than any other ecommerce product segment, and the category is poised to help US retail ecommerce sales grow 15.4% to \$224.2 billion in 2012, after stronger-than-expected sales took the market to \$194.3 billion last year, according to a new report by eMarketer. eMarketer estimates online sales of US apparel and accessories—a product type for which shoppers' desire to touch, feel and try on items before making a purchase was long seen as a deterrent to online sales—has grown 20% to \$40.9 billion in 2012, up

from \$34.16 billion in 2011. Online sales of books, music and videos grew 18% to \$20.35 billion in 2012, after increasing 20% to \$17.2 billion in 2011.

eMarketer previously forecast that the overall US retail ecommerce market would grow 13.7% to \$188.1 billion in 2011, and grow a further 11.3% to \$209.3 billion in 2012. The upward revision is the result of several positive signals related to ecommerce and the economy as a whole, including stronger-than-expected figures reported by the US Department of Commerce for ecommerce sales in 2011. Multiple reports suggested that consumer optimism, homebuilding and the number of people willing to buy goods online is growing, while unemployment is declining slightly [22].

## II. INGENIOUS FASHION MARKETING WAYS

**Apps based fashion marketing:** - The growth of the smartphone provides a number of opportunities for brands to engage with consumers. As the time which consumers spend along with the product app increases, the probability of purchase increases too.

With so many e-retail apps out there, it can be a challenge to get onto a consumer's Smartphone, so one needs to be innovative and offer compelling reasons for people to download and use your apps. Brands like Louis Vuitton, Zara, Gucci and Kate n Spade have mobile-apps that have thousands of downloads by Android and iOS users.

L'Oreal Paris' new Makeup Genius app allows one to try before buying. Using facial mapping technology, the free app turns an iPad or iPhone camera into a virtual mirror. It allows you to change your expression, angle and lighting to see how different looks work on you and then share it with friends on social media. According to Christophe Eymery, Head of Digital L'Oreal Australia Makeup Genius was designed to create a game-changing digital experience that matched the same best-in-class standards as L'Oreal's product portfolio.

Mango developed and launched a truly engaging and innovative application which allows the user to "try on" the clothes before buying with the fun mix and match section, browsing the collection, finding the nearest store and purchasing items on the go. The task was to create a visually exciting experience and allow the user to make purchases from the phone.

**Social media based fashion marketing:** - Social media biggies like Facebook, LinkedIn and Twitter offer a unique opportunity for businesses willing to invest in customer engagement. Others like Pinterest, Google+, Tumblr and Instagram have surged in popularity and have provided businesses with a plethora of new options that allow them to produce engaging content in a variety of media forms and build their audiences across more channels than ever before. Consequently, it has become common for businesses to



branch out and experiment with multiple networks with the aim of reaching the maximum amount of consumers. This diversification seems to prove fruitful for many companies because it often builds brand equity by making it easier for consumers to recognize a particular brand [23].

Fashion brands are now seeing their fastest growth in online sales as they embrace social media and blur the boundary between their physical stores and the digital world. It can help them out perform rival brands in the region. Louis Vuitton has its official page on twitter with more than 3 million followers. They showcase their collection, post news, pictures and videos. Louis Vuitton began its Twitter love poem campaign #LVLove to create personality for their products. Fendi, one of the biggest fashion houses has several communities on Google+ showcasing different range of products. These communities have more than 1.1 million followers and 3 million views. One of the biggest fashion labels, Armani Exchange has a company page on LinkedIn where it engages Industry stakeholders, B2B clients and customer relations have more than 8600 followers [24].

Fashion giant Marc Jacobs has been one of the few brands that have fully embraced social technology from the outset, opting for cost-effective digital marketing methods over traditional events and expensive parties. Social media is having a positive impact on how Marc Jacobs delivers its brand messages to its customers. For Fashion Week 2010, the brand decided to go beyond just digitally streaming their runway shows. It took the online interactions offline through Foursquare. It allows users to connect with friends and share their location by checking in then rewards them with 'badges'.



Fig. 1 The iPhone 5S being used ahead of its launch. Source:[25]

Burberry allows fans were able to buy clothes straight from its live-streamed catwalk show, using a new Buy button on Twitter. Topshop teamed up with Facebook and Instagram to create a 'social catwalk'. It shared key looks from its Unique London show on Facebook as soon as they had appeared on the catwalk, and six looks from the show were immediately available to buy online; gone are the days when buyers had to wait months before being able to purchase catwalk looks. Marc Jacobs partnered with Beats by Dre headphones (now in the Apple stable) for his ready-to-wear show in New York at which the audience was asked to don headphones to listen to the soundtrack [26].

This provides opportunities for marketers to build campaigns around user engagement, where check-ins to specially created locations are encouraged and rewarded. It allows retailers and restaurants to drive footfall into their

physical locations with the use of vouchers and special offers.

Instagram is actively positioning itself as the fashion world's infinitely scrolling newsreel—one sign of how it stokes its hyper growth—and is creating a premium product inside Facebook. Its in-house team spotlights the most creative fashion houses, off-duty models, professional photographers, bloggers, and tastemakers, and works with brands to develop campaigns. Its growing fashion clout has also influenced the features it develops. Its old and unpopular "Explore" feature was relaunched as a tailored survey of user interests—handbags if you follow Rebecca Minkoff, couture gowns if you follow Dior.

**Location-based marketing:** Location based advertising is a new form of advertising that integrates mobile advertising with location-based services. The technology is used to identify consumer's location and provide location-specific advertisements on their mobile devices. LBA enhances the ability to reach people in a much more targeted manner than was possible in the past. LBA could improve the relevance by giving the customer control on what, when, where, and how customers receive ads, it provides customers more relevant information, personalized message, and targeted offer. With the advent of location-based services, there are exciting opportunities for fashion retailers and brands to deliver entertaining and interactive experiences. Destination Apps could also be used by cinemas, theatres, and other venues to target consumers in the local area and provide them with last minute offers on tickets. So, for example a customer using wi-fi in a shopping centre can be served up ads by retailers about their new clothing range, or offering a coupon or discount to lure them in store.

Retailers can use apps to direct customers to their nearest store, provide promotions or allow them to check local stock and reserve items for pick up, as with the Argos app. Location-based services like Foursquare, Loopt and Gowalla offer retailers the opportunity to increase in-store visits and foot traffic by allowing users to connect with friends and share their location by checking in. Like Foursquare, Facebook Deals allows users to check in to physical locations and receive rewards. It potentially offers greater reach and an opportunity for fashion stores to drive footfall into local outlets owing to the overwhelming popularity of Facebook. For example, Westfield Valley shopping mall in Silicon Valley offered a \$200 discount on jewellery, if Facebook users checked in through Places.

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Location-based marketing allows brands to adapt their marketing messages based on where consumers are geographically when they see them, and also what that location may tell you about their habits. Also, users of

smartphone apps may be the most receptive to location-based marketing. For example, MMA stats reveal that 63% of iPhone owners use location services at least once a week.

Businesses can pick a location and use Google's Mobile AdWords to target ads within a specified radius, and thus target potential customers in the local area. Recent extensions to the service include click to call options, so that users can phone directly rather than heading for a website, especially if it hasn't been optimized for mobiles. The ads can also be expanded to show maps and directions to help drive customers into local stores and other services. Google Maps pre-installed on most smart phones also allows users to search for local services, along with normal search results from Maps. A free listing on Google Places means businesses can be seen on Google Maps, and within local search results, alongside information on opening hours, images, contact details and more. It makes Google Places listing an important part of any company's online marketing presence.

**Rent the Runway:** Rent the Runway is an online service that provides designer dress and accessory rentals. Initially a purely e-commerce company, it began to expand into brick-and-mortar in 2013, opening three retail locations in the United States.

Many women can't afford a closet full of wear-it-once gowns, most of which cycle quickly out of style. But what Rent the Runway's accessory-focused Unlimited service offers is accessories for the weekday wardrobe. For \$49 a month, subscribers can manage to rent a queue of designer handbags, sunglasses, and glitzy headphones, selecting three to be delivered each month, shipping and insurance included. Rent the Runway, which saw a 126% increase in new customers last year, uses its own unique back-end algorithms, developed to ship items in and out of the homes of 5 million members nationwide (orders jumped 122% between 2013 and 2014). The startup's first stand-alone boutique in New York, offers on-site hemming and adjustments, and a swipe-happy app for sorting and "liking" dresses and accessories, that used up 40% of the website's traffic after its fall 2013 launch.

**One-On-One digital Marketing:** There is a growing desire among high-end customers to own one-of-a-kind pieces. The technique, one-to-one marketing, or marketing 1:1, aims at customizing a product offering so carefully that it fits the customer perfectly. With Tinker Tailor, shoppers can customize dresses from high-end designers, like Marchesa and Vivienne Westwood, or build dresses, skirts, and tops from scratch using 30 silhouette options and custom prints. With the increasing popularity of customization in more affordable markets, such as iPhone cases and sneakers, Tinker Tailor has introduced accessory customization for shoes, handbags, and jewelry.

Online retailers deal with a high percentage of returns due to poor fit, material quality satisfaction, and customer's just not liking what they get. MyShape has developed a

patented technology that matches shoppers with items that correspond to their personal measurements and preferences. Their Size less Dressing allows shoppers to skip the size labels with the assurance that each piece of clothing they purchase will fit and flatter them.

In the same vein, Fits.me, was launched by the retailer Hawes & Curtis. Fits.me is a virtual fitting room with a shape-shifting robotic mannequin that takes body measurements and mimics a body's shape so that an exact fit can be seen [27].

**Creatively smart marketing:** From fiber optic dresses to the hottest watch in the world, technology is getting fashionable and luxury brands are embracing the realms of wearable technology. Technology is being incorporated in every creative way possible, both on and off the runway indicating that Technology and Fashion will surely continue to become synonymous with each other.

CuteCircuit inaugurated its wearable technological collection at New York Fashion Week. It's ready-to-wear collection defined innovation in the interactive fashion, as models on the runway controlled the clothing with their iPhones. The collection lit up the runway with their signature evening looks, day wear and accessories, like a purse that flickered down the runway with lights. The fashion crowd gasped when the models, wearing identical platinum blonde wigs, played with their phones, lighting up their clothes in a dramatic display of innovation. Fashion and technology were beautifully amalgamated in this creative collection [28].

Richard Nicoll's SS15 collection saw the alliance with Studio XO, demonstrating one of the finest examples of extremely beautiful wearable technology. The glowing slip dress was created using a fiber optic based fabric with integrated high intensity LED lights, allowing the dress to light up and change color throughout the show.

Warsaw collective Pangenerator has designed a digital necklace formed using light patterns that are projected onto the wearer's body via their phone. NECLUMI is the first projection-based interactive necklace. At the current stage the whole setup is based on iPhone running custom app and a picoprojector connected via hdmi cable and attached to the wearers chest.

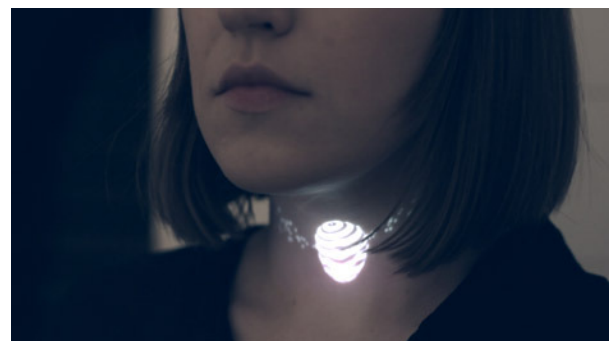


Fig. 2 Neclumi: The Necklace That Responds To Movement and Sound. Source: [29]

British fashion house Burberry is harnessing ground-breaking marketing techniques to put it at the forefront of fashion. Burberry's live stream seasonal shows online and in stores, allows customers to order products for early delivery with a personalized touch, such as an engraved nameplate in a coat or bag [30]. Burberry is emphasizing personalization for the holidays by providing its monogramming service both in-stores and online. Sales associates with Apple iPads will help consumers use the Web site's monogram function to visualize the personalization, help customers with orders for sizes or colors that might be out of stock in the store as well as giving store employees' easy access to Burberry's worldwide inventory [30].

The brand has not been afraid to try playful and experimental ideas. The latest is Burberry Kisses, developed in partnership with Google, which lets users capture a print of their kiss on a smart phone or webcam and send it in a digital letter to the object of their affection. Meanwhile, electronic tags have been woven into garments and accessories so that, when these are held up in front of special screens in store, moving images appear, showing the same item on the catwalk.

In 2012, Rebecca Minkoff debuted looks on Snapchat, and sent a Bluetooth-enabled speaker-clutch down the runway. In 2014, she revealed a Bluetooth-enabled bracelet that vibrates with phone notifications, and leather bracelet that conceals a USB charger (both in collaboration with the mobile accessories company Case Mate). And though the tactics may sound gimmicky, the proof is in the numbers: In 2014 Uri estimated between 60% and 70% year-to-year growth in the company's e-commerce business, and projected another 80% leap in the year to come. The brand opened stores in New York and San Francisco with the industry's first smart dressing rooms—tech-enabled touch-screen mirrors that immediately recognize any item brought into the room, suggest how to pair and wear it, and enable shoppers to request that different sizes be delivered to them. Out front, a smart wall allows shoppers to send all of the components of a Rebecca Minkoff runway look directly to a dressing room.

**Virtual Marketing:** Another unique idea of marketing came along with the virtual worlds of online gaming accessible via the Internet, in which users, through an avatar, are able to play games or simply interact socially. More than 10 million people spend \$10 to \$15 a month to subscribe to online role-playing environments, with the number of subscribers doubling every year. Millions more enter free sites, some of them sponsored by companies as brand-building initiatives.

The free gaming apps such as Dress Betty Boops available on android and iOS allows fans to play personal stylist to the jazz-age flapper girl, Betty Boop, in a range of glamorous garments. Each game gives the player a specific time allocation (ranging from ten to sixty seconds) to choose a suitable outfit for Betty; they are able to select from a range of tops and bottoms or dresses, and compliment these with a variety of shoes and accessories. The completed outfit

score is then calculated by the game's en-vogue algorithm, to decipher the player's level of fashion know-how. The outfit ensembles can then be posted on social media to share styling skills. Betty has enjoyed a range of merchandise: from fashion clothing and accessories, to beauty ranges and even kitchenware.

Avatars create an opportunity for sustained engagement while marketing online. They offer loads of services and virtual products like virtual clothing, eateries, furniture design, event planning, real estate brokering, infidelity notary public and many more. An avatar could try on –and try out in front of virtual friends – real world clothing brands or styles her creator typically couldn't afford or wouldn't dare to wear. Marketers can simply become residents and have their avatars carry out marketing initiatives for them. In the virtual world, Levi Strauss promoted a new style of jeans by offering virtual versions for sale to avatars, pricing them at a premium to the generic virtual jeans that avatars otherwise could purchase. Nike sold virtual shoes that allowed wearers to run faster than other avatars. Companies have also created entirely branded virtual worlds – “adverworlds,”. Idea is to integrate the brands into the virtual experience of potential customers in order to enhance participant's experience. If the creator of avatar becomes comfortable with the idea of wearing a particular outfit, a purchase in the real world might follow [31].



Fig.3 THE GAME: Each game gives the player a specific time allocation - ranging from ten to sixty seconds - to choose a suitable outfit for Betty. Source: [32]

### III. CONCLUSION AND RECOMMENDATIONS:

The convergence of commerce, computing, internet and mobile phones has changed the global consumer market place. Classic mobile phones offer primarily voice and text-messaging capabilities with a few other features, such as a camera, calendar, and organizer. However, smartphones (e.g. iPhone and BlackBerry) have larger and higher resolution screens and offer consumers a wide array of features, including mobile web browsing, thousands of apps, e-mail, instant messaging, picture messaging, video and audio playback, GPS, games, a video camera, picture and video editing, and much more. In addition, telecom carriers are encouraging smartphones.



There are a number of fundamental reasons leading to growth in online Fashion sales including ease of shopping from home, low prices, discounts and prolific product collection available online. Online buyers decide to buy from a retailer based on a number of factors including product collection available and pricing on the retailer's website. In India Flipkart and Snapdeal are the best rated retailers and are ahead of vertical sites including Myntra and Jabong.

With the advancement in new marketing tools, it is very important for business owners to utilize new marketing tools smartly. These digital media platforms will not just help boost business but also keeps updated with client's demands. In order to keep a connection with the target market, need is to market through areas where they spend most of their time. Social media as a marketing tool is gradually taking over conventional marketing tools, so it is important for an online business owner to keep a track on how to use this tool to maximum efficiency. Location based marketing via apps have revolutionized the experience of customers on one hand and on other side it has provided the fashion marketers to overcome the intermediation of wholesalers and retailers i.e. now producers can directly get in touch with the customers. With the new e commerce strategies like Rent the Runway and customized digital marketing, companies are getting an edge over their competitors.

Though ICT is the backbone of all these avant-garde fashion marketing solutions, still there is always a room for some more exciting and interactive ways in which a business can enter the lives of the people.

Technology is getting fashionable and luxury brands are embracing the realms of wearable technology. New realities are taking off in a big way with the help of smart glasses and other tech advancements such as 360 degree cameras and motion sensors. Where augmented reality (AR) promises to blur the lines of the digital world with the physical, virtual reality (VR) aims to wash away the real world completely, creating a whole new world to interact with. In the past few years, it has been seen that, a number of wearables pop-up leveraging this technology including Meta, Magic Leap, Microsoft Hololens, Oculus, Pinch VR, Vrvana, and Athero to name a few.

One another novel way of fashion advertising is the Avatars in online video games which present players inside the game as models to present the collection of fashion designers. It assumes that players (customers) can be introduced to different fashion designs for different brands or designers with the ability to purchase them online while they are playing in an entertaining way different from advertisements that appear suddenly and interrupt them. For producers this can give a good feedback to the designer or factory about the most popular designs pecked by players in every network, which can help them to improve their marketing strategies in real mark.

However, the industry needs to still solve a few problems so that this growth story does not get derailed. The biggest impediment to buying online is the inability to check for fitting which discourages a lot of people from buying online in spite of the liberal return policies of online retailers. The other big problem is the lack of touch and feel.

Further research is needed to gain clearer insights into how consumers will react to this type of marketing given the many technological and marketing capabilities that smartphones offer over the traditional mobile phone.

Modern firms need to generate market intelligence about current and future customer needs and disseminate it to departments and business units to ensure, timely response to market change. Highly market-oriented firms constantly strive for customer value creation and performance improvement. They also monitor market conditions, perform market trend analysis, and gain a thorough understanding of customer needs and competitor strategies; this also aids in promoting organizational learning and innovation.

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