

A Study on Marketing Strategy Cases of the Young Casual Brands in L-Department Store - Focused on 5 Big Brands -

Ji-Hun Yu

Department of Clothing and Textiles, Sang Myung University

(Received June 8, 2004 : Accepted November 13, 2004)

Abstract

This study tried to suggest the effective future marketing strategies by analysing marketing strategies of five brands which were selected by sales amount and the growth rate among young casual brands in the L-Department store from 2001 to 2002. According to analysis, brand marketing could summarize to five marketing strategies such as culture marketing, emotion marketing, co-marketing, on-line marketing, and propose marketing. Culture marketing includes "BB family marketing, star marketing, core marketing, experience marketing.

One of the emotion marketing is 'Kidult marketing' which affects cute concept. Co-marketing includes 'Charisma marketing' that cooperates with distribute industry. 'Movata marketing' which cooperates with mobile communication industry, and 'Game marketing' which cooperates with game industry. There are some other marketing strategies such as consumer calling marketing, A.S.A. marketing which is for buyers, QR marketing for quick response, Web site's differentiate marketing and Logo marketing.

The suggested marketing strategies for on-coming brands are 'distinguished strategy of the online contents', 'consumer calling strategy' and 'loyalty maximizing strategy'.

Key words : marketing strategy, young casual brand, sales amount, growth rate, charisma.

I. Introduction

Socio-cultural changes, such as world-cup, presidential election, five days working week and proliferation of online mall are evoking tremendous

changes in domestic fashion market. Every fashion brand reaches various customer's needs with differentiated marketing strategy, it has to consider not only its growth but also risk of brand life.

So far, there are several researches for casual wear by Young-Sun Kim(1994), Hyun-Hee Lee

E-mail : jyu@smu.ac.kr

¹ Young-Sun Kim, "A Study on American Casual Wear-Focused on Kelvin Klein, Ralph Lauren, Anne Klein, Donna Karan-," (Thesis of Master Degree, KyungHee University Graduate School, 1994), 1-82.

Hyun-Hee Lee, "A Study on Items following resent fashion market changes-Focused on young lady casual brands-," (Thesis of Master Degree, HongIk Univcsity Graduate School 1996), 1-71.

Young-Won Na, "A practical study on the positioning strategies of medium-high price casual brands," (Thesis of Master Degree, Ewha Women's University Graduate School, 1999), 1-68.

Mi-Kyung Oh, "A Study on Marketing Strategies of Casual Fashion Products - Focused on GIORDANO-," (Thesis of Master Degree, Sogang Univesity Graduate School, 1999), 1-73.

Fun-Hye Park, "A study on casual brands and fashion promotions," (Thesis of Master Degree, KyungHee University Graduate School, 2001), 70.

(1996), Young-Won Na(1998), Mi-Kyung Oh (1999), and Eun-Hye Park(2001)¹⁾. Most of them focused on special features of American casual wear, examination and analysis of proportion for manufacturing and sales about lady's young casual brand customer's evaluation about design of middle and low price brand, success factor analysis of casual brand 'GIORDANO', marketing strategy and states of casual brand's product planning and production planning. But they did not mention about case-research regarding brand marketing for top five casual brands. Under the current situation that lots of brand are disappeared and lunched, analysis of brand marketing strategy which maintain high position of market share, will be valuable basic data to establish on-coming brand's marketing strategy.

The purposes of this research were to select top five brands based on sales and growth rate, to analysis their current tendency and marketing strategy, for the last, to propose appropriate marketing strategies for on-coming fashion brands.

II. Theoretical Background

1. Marketing Classification

1) Internet Marketing

For that reason of increasing number of female internet user, internet mall which related fashion field, is rapidly changing. This changes actualize interactive communication and direct market activity, show internet marketing which was free from time and space limitation potential ability.

Lots of scholar defined internet marketing's characteristics as interaction, possibility of target

advertisement, unlimited information, asynchronism, customer's globalization, easiness of effect measure, effect of multimedia, efficiency of expense, usefulness of updating information, fastness, networking of purchase and connection of database.²⁾

Philip Kotler said³⁾ that Cyber space leads us to convenient era which allows more automated sales and purchase system. Also he mentioned "in the future, marketer has to perceive value of customers, reconsider basic process of communication and transfer. Also they need to improve how to contro individual customers and co-workers. Marketer should encourage customer's participation to design together what customer wants.

On the other hand, HakuHodo Brand Consulting⁴⁾ indicate that internet marketing establish new brand rapidly because of it's characteristics which establish B to C structure easily. But he also pointed a negative side that negative information can be spread rapidly during exchanging information between customer to customer(C to C) even firm positive information spreads. Many merchandiser have to provide mass ordered garments based on customer's preference such as size, color, and material.⁵⁾ Only internet marketing could do it.

2) Culture Marketing

Nowadays, customer started to give attention to meaning and image of products more than function of it. By the way, product image determined by culture⁶⁾. Thus in order to differentiated marketing, fashion company need to approach cultural marketing which promote own brand's cultural value. Today for the surviving purpose, non-brand have several events that

² Bo-Kyung Yuk, "A Study on Internet Advertisement Patterns and Advertisement Effect for Consumer Characters -Focused on Domestic Casual Wear Companies-," (Thesis of Master Degree, Chang-Won University, 2001), 8.

³ Philip Kotler, *Kotler on Marketing*, (Kim, Chung-Goo rendering, Sejong 2001), 342-343.

⁴ HaKuHoDo Brand Consulting, *Brand Marketing*, (Kim, Nak-Hoi, Yu, Gin-Hyung, Hong, Sung-Min rendering, Good Morning Media, 2002), 202.

⁵ Philip Kotler, *Op. cit.*, (2001), 346.

⁶ Hye-Soo Kim, "Cultural Marketing," (HanKook Economic Press, 1999, 10th of December), 12.

contains cultural entertainment factors beside of sales of product itself, give brand's cultural and entertainment to costumers.

Fashion industry need to actually utilize subordinate marketing of cultural marketing such as, drama, movie, star, and sports marketing.

3) Database Marketing

In 21 century, among marketing activity in department store, database marketing may be highest portion and spread most wildly. Hughes defined DB marketing that it is computer system, which contains appropriate data for potential and current customer, establishes long term relationship with their customer. According to Chan-wook Park, DB marketing is that-build the data by the computer system and based on it, establish long term relationship with each single customer.⁷⁾

In summary, DB marketing could be defined that it is to make data-based various customer's information by POS system, to analysis and lead react sale through relationship with each customer. Finally it is to maximize sales amount through man to man relationship.

Recently this database marketing is applying in fashion business field as CRM(Customer Relationship Management).

4) Co-Marketing

In order to reduce service cost which is repaying event, brochure etc, fashion industries developed the co-marketing.

A Co-marketing is, for the mutual profit, cooperative promotion activities between two industries that has complementally cooperate rela-

tionship or not relate each other. Therefore, hereafter, fashion industries need to utilize this Co-marketing as alternative method to create new customer.

5) Emotion Marketing

Emotional marketing materializes invisible factors such as, emotion, taste through visible factors, color, shapes material etc. The characteristics of emotional marketing are to derive customer's unconsciousness reaction through emotional stimulation and to link this result to increasing sales.

Today fashion industry focused on emotional marketing because stimulating customer's emotion is more effective to fascinate customer rather than appeal to rationality. Music, sizzle, color, subconsciousness, spirits and fragrance marketing are subordination marketing of emotional marketing⁸⁾.

These subordination marketing are applicable in fashion industry⁹⁾. For example, Among them, music marketing would be applicable in fashion distributing field and fragrance marketing would be applicable in fashion material field, and also color, subconsciousness would be applicable in fashion industry.

2. Young Casual Trend

Due to fashion's casualization phenomenon has increased steadily since 1998, young casual took 63% market share in adult wear in 2003¹⁰⁾. In 2003, casual market composed with lady young casual which was more than 20% and followed sports casual(16.1%), and easy casual (11%).¹¹⁾

⁷ Chong-Ho Na, *Leading of Marketing*, (Chunglim Publishing, 1997), 16-17.

Arakawadamachi, *Twenty times marketing*, (Chungbosung, 19992), 34.

⁸ Hyae-Cho Kwon, "Concealed reality in the splendor", (Yonseichunchoo, (1998, April 13). 4.

⁹ JungAng International(2 Nov., 1998 / 18 Feb., 1995 / 7 Mar., 1999), ChoSun IIBo(6 Jan., 1996), HanGyoRae ShinMoon(7 Apr., 1999), WolGan GakSeok(1 Dec., 1990), JungAng IIBo(3 May., 1996).

¹⁰ Young-Ah Cho, "The Status and structural changes of domestic fashion market," *Journal of The Korean Society of Clothing and Textile*, Summer special lecture of fashion marketing branch in Seoul, (2004, April), 3.

¹¹ Young-Ah Cho, *Ibid.*, 3.

Since 2002 young casual market's expansion imply lady's formal market's dwindle.

It could be interpreted that young woman's casual market's activity is caused by customers return to set off from these market due to easy casual market's decline.

A competitive factor of long term in young casual industry such as trend, brand power, and tendency of upscale in material field is reflected in market. These three factors explain to increase customer's expectation for services and consideration about product when they try to purchase. In 2003, the tendency of new brand participation in fashion market can be summarized "high graded and emotional differentiation", and supported following popularity, brand power, high graded of material, so that "luxury Sporty", "European Character" come up as main speciality.¹²⁾

III. Methods

The steps and methods of this research were as follows : first, based on article, magazine, internet site, generalized market strategy and theoretical background for women's young casual market were reviewed. Second, as examining brands which located in L-department main branch, the top five brands that improved in total sales amount and growth rate from 2001 to 2002, were classified and selected. Third, marketing strategies of top five brands were analyzed, effective and applicable marketing strategies for on-coming fashion brands were proposed.

IV. Results

1. Selection of the Top Five Brands and Analysis of Their Marketing Strategies

1) Analysis of the Each Brand Sales Amount and Growth Rate from 2001 to 2002

The results of analysis of the sales amount

and growth rate in 2001~2002 among 25 woman young casual brand, located in Lotte department store were showed in <Table 1>.

In <Table 1>, if we considered the sales amount only, <Enc>, <Tomboy>, <96ny>, <System> etc should have been selected high class group. But these brands were launched several years ago, and high recognition of brand made them high sales amount. Their growth rate was low.

So in this study, <Banila B>, <Miss Sixty>, <Egoist>, <A6> and <Joe & Loieees> were selected.

<Miss Sixty> recorded 420% growth rate(the sales : 2.5 billion won in 2001, 13 billion won in 2002), <Banila B> recorded 409% growth rate (the sales : 5.5 billion won in 2001, 28 billion won in 2002), <A6> recorded 275% growth rate (the sales : 14.4 billion won in 2001, 54 billion won in 2002), <Egoist> recorded 150 % growth rate (the sales : 10 billion won in 2001, 25 billion won in 2002), <Joe & Loieees> which launched 2002, recorded high sales amount (the sales : 100 billion won in 2002) and growth rate.

The sales amount and growth rate is shown in <Table 1>.

$$\text{Growth rate(\%)} = \frac{('02 \text{ Sales Amount} - '01 \text{ Sales Amount})}{'01 \text{ Sales Amount}} \times 100$$

2. Analysis of Major Marketing Strategies of These Five Brands

1) <Banila B>

(1) Brand Introduction

<Banila B> as soon as they open, recorded 4~6 million won on weekday and 10 million won weekend. It was keeping high records in growth rate. It takes granted as biggest successful brand among just born brands. This brand was designated with sense of 'Sexy &

¹² Samsung Design Net, "Fashion Market Analysis of fall/winter 2002 and Prospect of 2003," (2002. 12.18).

〈Table 1〉 Brand sales amount and growth rate during 2001~2002. (unit: billion won)

Brand	01' Sales Amount	02'Sales Amount	Growth Rate (%)
96ny	62.7	81.5	29.98%
NICE CLAUP	30	35	16.66%
SJSJ	49.1	57.9	17.92%
Aenoc	35	40	14.28%
Miss Sixty	2.5	13	420%
OZOC	43	52	20.93%
ON&ON	60	65	8.3%
ZOOC	32.2	32	-0.6%
TOMBOY	87	100	14.94%
Benetton	55	74	34.54%
Olive des Olive	20	35	75%
Banila B	5.5	28	409%
SISLEY	18	25	38.88%
Joe & Luiees	no sales amount	100	.
C.C. club	39	42	7.69%
KIRARA	28	41	46.42%
TASSE TASSE	no sales amount	2	.
AB.F.Z	32	38	18.75%
VOICE OF VOICE	28	35	25%
X CHROMOSO-MEIN X	40	20	-50%
ENC	76.5	103.5	35.29%
moo+	no sales amount	5	.
system	96.5	100	3.62%
A6	14.4	54	275%
egoist	10	25	150%

(Data:Fashion Brand Year Book, Apparel News, 2002)

Lunching Year	2001
Brand Concept	Young luxury casual, through high quality material and high graded detail expressed cute, sexy also added wit. various style Mix&Match
Target	19 ~ 23 years
Price	Jacket: 148,000 ~ 198,000 won Pants: 138,000 ~ 189,000 won Skirt: 118,000 ~ 158,000 won Jumper: 128,000 ~ 188,000 won Coat: 178,000 ~ 278,000 won
Sales Amount	'01 : 5.5 billion won '02 : 28 billion won

Cute' considered teenager' emotion.

Especially they produced t-shirts which contained peaceful message, trendy cargo pants and 'military look' in 2002, leaded new girl' culture code which combine health mind¹³⁾.

(2) Marketing Strategy

① 'BB Family' Creation

〈Banila B〉 positioned as a trend setter brand for young girl and spreaded its marketing strategy, "BB family". 〈Banila B〉's marketers adapted CRM which focused on creation of "BB family", so they created a new trend setter group based on their DB which has seven thousand's information.

BB family marketing was to make a new brand image which targeted the taste of new trend setters. In the strategical part, BB family marketing developed ununified, free and characterized items, and created Mix & Match strategies. Avoiding simple fashion style, Banila B applied BB family's fashion style to it's brand

¹³ Sun-Hee Han, "<Hot Issue Brands> Banilab,(March 2002, world wide web @http://ktnews.com/past/special_content.asp? countnum= 20887 : search on 10 April 2002).

Sun-Hee Han, "nSF 'Banilab' New Heroin Safe Arrival," (March 2002 world wide web @http://ktnews.com/past/special_content.asp? countnum=20771; search on 10 April 2002).

Sun-Hee Han, "nSF 'Banilab' Rush Drive Management,"(March 2002 world wide web @http://ktnews.com/past/special content.asp? countnum=20059; search on 10 April 2002).

concept.

It was a strength of <Banila B> that based on intercommunication between marketers and costumers, and produced diversity accessories and small items to coordinate with clothes.

② Star Marketing for 'BB Family'

Banila B performed special event for BB girls who excited to Korean nation soccer players. It provided opportunity to purchase Banila B red t-shirts which printed soccer player's back numbers, when they purchased Banila B products at only 30,000 won.

③ Kidult Image Marketing for 'BB Family'

<Banila B> produced t-shirts with cute characters which focused on kidult's emotion, and leather string, lace, metal chains decorated kid style clothes.

④ Online Marketing for 'BB Family'

Banila B's main customers were consisted with 18 to 23 years old. They preferred online-marketing through home-pages. Therefore department stores or specialty stores were not important any more.

<Banila B> assumed their all brand segments as streets, applied all items to things which customer can meet on street such as a city-hall, a movie theater, billboards, etc. Therefore it tried to increase BB family's sensual satisfaction¹⁴⁾.

<Banila B> was establishing a marketing strategy which held together online customers and mileage customers(12 thousand customers), based on accurate analysis about brand preference customers. This strategy was able to contact costumers through home-page and led these netizens to the off-line stores and make

them purchase some items.

2) <Joe & Luiees>

(1) Brand Introduction

Lunching Year	2002
Brand Concept	Feminine sexy and active self coordination, drastical Mix & Match styling.
Target	Main Target 20 year, Sub Target 19 ~ 24 year
Price	Jacket: 159,000 won Denim: 129,000 won Blouse: 99,000 won T-shirt: 89,000 won
Sales Amount	'01 : N/S '02 : 100 billion won

<Joe & Luiees> was launched in the first half of 2002 and they recorded 200 million won sales amount in last June at L-Department store main branch.

As <Joe & Luiees> expressed sexy and feminine concepts for young & sporty emotion bridge market of young character & casual, Niche Market conquered.¹⁵⁾

(2) Marketing Strategy

① Core Marketing

Recently many companies were adapting directly a personal name as a brand name.

These phenomenons could be analyzed that brands tried to transfer brand's indentity firmly through imaginary person' life style scene.

¹⁴ Sun-Hee Han, "nSF 'Banilab' New Heroine Safe Arrival," (March 2002 world wide web @http://ktnews.com/past/special_content.asp? countnum=22342; search on 10 April 2002).

Sun-Hee Han, "nSF 'Banilab' Rush Drive Management,"(March 2002 world wide web @http://ktnews.com/past/special_content.asp? countnum=20059; search on 10 April 2002).

¹⁵ Sun-Hee Han, "nSF 'Banilab' New Heroine Safe Arrival," (March 2002 world wide web @http://ktnews.com/past/special_content.asp? countnum=22629; search on 10 April 2002).

Sun-Hee Han, "nSF 'Banilab' Rush Drive Management,"(March 2002 world wide web @http://ktnews.com/past/special content.asp? countnum=20059; search on 10 April 2002).

The Core Marketing was a strategy to fix an imaginary person and then to propose his practical lifestyle scene.

〈Joe & Luiees〉 is mixed female and male's name in order to emphasize it's outline which is soft and feminine feeling.

② **Active Self-Coordination Inducement Strategy**

〈Joe & Luiees〉 guided consumers to conduct "active self-coordination" through various and small quantity products which added cultural factors. Trendy and rareness may be enough to attract young fashion leader's attention.

③ **Culture Marketing**

〈Joe & Luiees〉 also supported rock group, Rollercoaster. For their concert at the concert day, they sold T-shirts which printed "ROLLER-COASTER By theres" and graph patterns for their maina fans. These activities could increase brand's cultural value.

④ **Kidult Marketing**

〈Joe & Luiees〉 also used T-shirts with young girl character and fat milk cow character, can-can skirt and flower coordinated shoe for their design to express kidult's emotion.

3) 〈Egoist〉

(1) **Brand Introduction**

Egoist was the best Japanese SPA brand which was leading woman young casual markets in Japan from the end of 1998. In Sibuya, it recorded highest monthly sales amount, 200 million yens in 1999 September. It was a new record, and it recorded 100% growth rate every year and granted a mythological brand in Japan.

When Egoist launched at L-Department store with cooperation, all fashion industries concerned on them. During June to July it ranked number one at sales amount at the young casual zone in L-department store main branch, Pusan branch and Jamsil branch. It was admitted as top brand in third quarter of same year.

In 2001, it recorded 180 million won in

Lunching Year	2001
Brand Meaning	Starts with characteristic brand name and intends to own brand growing out a fine article of uniformly chasing existing brand.
Brand Concept	The maximized design for lady's beautiful body line looks better woman's sexy beauty. It suggests trend which always leads customers and is characteristic casual enhancing emotional shopper's identity.
Target	Main Target 22 years, Sub Target 18 ~ 25 years
Price	Jacket: 158,000 ~ 248,000 won Pants: 88,000 ~ 158,000 won Skirt: 68,000 ~ 128,000 won Jumper: 138,000 ~ 178,000 won Coat: 198,000 ~ 328,000 won
Sales Amount	'01 : 10 billion won '02 : 25 billion won

L-department store main branch, it ranked top in young casual zone. Also in Pusan, Jamsil and Youngdeungpo branch, it ranked top level.

With its original concept "sexy casual, extreme feminine, civic sense, etc", it created various design which satisfied domestic markets and customer's needs.

In order to quick response of recent trend and customer's needs, it had seasonal planning and monthly planning, and established on-time strategy.

(2) **Marketing Strategy**

① **Charisma Strategy**

Charisma strategy is a new marketing strategy to directly transfer brand's image and products to consumers by sales consultants, 'Charisma'.

Even though model-like 'Charisma' did not have sales experience, 〈Egoist〉 could expect their explosive popularity and sales amount growth by performing visual advertizement and their own job.

② Co-Marketing

As L-Department sales promotion and marketing supports, <Egoist> could enter easily present markets. <Egoist> could be a sample which department store's strategy and brand's differentiate distribution strategy made competition in that industry.

This co-marketing strategy would succeed by supporting differentiation marketing between brand and distributor.

<Egoist> established zero stock principal and materialized zero stock by sales abroad. <Egoist> had gotten high reliability from customer about normal price and strength profitability by co-marketing strategy. So <Egoist> could secured average sales amount through differentiated distribution between hit items and slump items.

③ Consumer Calling Strategy

Based on brand recognition with its luxurious style and reasonable price, <Egoist> had attempted to increase market share through road shop.

Especially, luxurious and differentiate interior were evaluated successful factors. <Egoist> lowered the price by connection with the multiple distribution and efficient stock management by price competitiveness.

As an activation plan of road shops, <Egoist> had established various Marketing plan such as regular customer mileage and fashion show in their branches.

Such differentiate marketing strategy of <Egoist> contained calling strategy.

④ A.S.A. Strategy

A.S.A. is abbreviation of After Service Advertisement. Egoist's advertisements conception is "After service toward customer". In other words, Egoist's advertisement purpose gives its purchased customers entertainment of advertisements itself than creation of their new cus-

tomers.¹⁶⁾

4) <Miss Sixty>

(1) Brand Introduction

Lunching Year	2001
Brand Concept	It's basic concept as GLAMOUR, LUXURY, WIT, IRONY at the time of changing "60 years of America and Europe".
Target	23 ~ 29 years
Price	Suit: 350,000 ~ 550,000 won Jacket: 298,000 ~ 350,000 won Pants: 148,000 ~ 298,000 won Skirt: 118,000 ~ 298,000 won Jumper: 198,000 ~ 350,000 won Coat: 298,000 ~ 480,000 won Shoes: 225,000 won Bag: 168,000 won Belt: 108,000 won
Sales Amount	'01 : 2.5 billion won '02 : 13 billion won

<Miss Sixty> had adopted to recent trend with emotional sexy and humorous style. It pursued creation and characteristic own style.

With drastic trend suggestion, mix-match 60's to 80's revival elements such as various color and fabric, <Miss Sixty> pursued strong charismatic style and multi-personality which cannot find current brand.

Newly layering Vintage style, which was modernly reinterpreted or mixed, is a biggest characteristic of <Miss Sixty>.

(2) Marketing Strategy

① Movata(Mobile-Avata) Marketing

¹⁶⁾ Sun-Hee Han, "Iolly 'Lord Egoist The New Strong," (March 2002 world wide web @http://ktnews.com/past/special_content.asp?countnum=225967; search on 10 April 2002).

Sun-Hee Han, "Egoist Target The Strongest," (March 2002 world wide web @http://ktnews.com/past/special_content.asp?countnum=22174 search on 10 April 2002).

〈Miss Sixty〉 initiated a mobile marketing with SK telecom for the first time in fashion industry. Everybody could receive 25% discount coupons of 〈Miss Sixty〉 which downloaded free through wireless Internet 'Nate' for 011, 017 customers.

Customers could buy Miss Sixty products additional 5% off with this coupon besides 20% off store discount in every Miss Sixty branch.

Also, 〈Miss Sixty〉 operated an Avata World, which was making Mobile Avata, within wireless homepage corner.

A customer could download to his own cellular phone after making Avata with Miss Sixty clothes an accessories and have various pleasure in addition to discount coupon.

② QR System Strategy

〈Miss Sixty〉 was considering QR system induction to pare down inventory defrayment by latest economic stagnation. 〈Miss Sixty〉 did not operate QR system until last year. It would progress license about 20% of recent whole production and some of them would be produced by QR.

③ Web Site's Differentiated Strategy

While internet sites of the other young casual brand offered simple season concept, coordination, catalogue, notice board and store information, web site of 〈Miss Sixty〉 was a very specific intro screen.

Because 〈Miss Sixty〉 pursued 60's fashion imae and cultural code. Intro page was consisted with red color, strong color's contrast and the image pictures of the 60's.

5) 〈A6〉

(1) Brand Introduction

When 〈A6〉 lunched in 2000, it introduced comfortable and active young casual which added sporty style based on Modern & Simple. 〈A6〉 took the leader in casual market. Recently 〈A6〉 kept steadily their leader status as trend setter with Sportism. Old A6 character was a kind of

Lunching Year	2000
Brand Meaning	It shows creating perfect balance between heterogeneous two elements which are different with harmony in alphabet and number, and suggests turning new concept out of ordinary size system such as A3, A4, A5.
Brand Concept	It is energetic young casual wear adding sporty and comfortable based on modern and simple. Structural and functional sports wear expresses minimal city casual wear and comfortable and active simple casual wear inferring relaxing life style.
Target	Main Target 20 years
Price	Jacket: 108,000 ~ 178,000 won Pants: 118,000 ~ 158,000 won Skirt: 88,000 ~ 128,000 won T-shirt: 58,000 ~ 88,000 won Knit: 118,000 ~ 168,000 won
Sales Amount	'01 : 14.4 billion won '02 : 20 billion won

neutral casual such as colorful and sportive emotionally, however, 〈A6〉 expanded its boundary from daily casual to weekend casual by adding cute and feminine image this season. A6 characteristic was distinguished as practical wear which could take ordinarily not only for sports. A6 main design characteristic was sporty and sexy with colorful sneakers, slim line skirt, pants, jumper and shirts.

(2) Marketing Strategy

① New Trend Suggestion Marketing

Adopting a five day working week, people start to pay attention to leisure. Caports Look which mixed sports wear and casual style came up. It is good merit that it is comfortable wearing for leisure, and also sophisticate style for office.

〈A6〉, which pursued sportive casual line, suggested a progressive life style with sportive

image's popularity. T-shirt, Jumper, sneakers, Nylon pants had strength on market in item organization, but <A6> expanded its items to soft items such as Jacket, One piece, Skirt, Blouse with upgraded material.

② Coordi Suggestion Marketing

A6 shop purchased not only for cloths. Other brand already sold fashion miscellaneous such as bags and shoes, but it did not imply for sale but display meaning and it did not take big part of sales. In case of <A6>, however, it did not have a limitation of some miscellaneous line such as shoes, bag, belt, muffler. It diversified items to watch, jewelry, sunglasses. Its current accessory sales was most activated. At the beginning of launching of this brand, the sales of bags and shoes had strength and took 30% sale portion in accessories. Among accessory sales, over 50% was shoes like Sneakers and Sneakers of soccer style gathered tremendous popularity with zero stock.

③ Logo Marketing Strategy

In fashion industry, number marketing got actively up. Recently the number represented brand and the number fashion gained in public favor, because one number influenced the products as successful or not. Each brand tried to find a number which could represent their image and get customer attention.

When shopping, customers attracted their attention in brand more than product, and it mostly looked like ambiguous. After acknowledged brand meaning, customers could easily recognize product image. As meaning of breaking definite stereotype like making up A4, A3, new generation, who wanted to present individuality, paid attention to a polished number fashion. Products inscribed name or big logo got in favor. It reflected new generation's taste which showed off famous brands.

A6 product in casual sports inscribed their

brand widely in pants, shirts even caps, so it gained popularity. By inserting 'A' or '6' logo as big as shirt size on both side of T-shirts, this reflected customer mind which wanted to show off.¹⁷⁾

④ Game Marketing

GV, an online game company, joined fashion company named Netision.Com and executed 'cooperate online marketing' using a picture searching game named "Search eye Online". On this event, GV prepared independent event servers for "Search eye Online" and progressed using about 200 pictures of A6 fashion images. In this event, it offered gifts such as brand new pants, blouse, t-shirts for 100 people. This cooperate event meant strategic cooperation between on-line game company and offline fashion company. Such game marketing would give each company a bigger synergy effect.

V. Conclusion

This research selected top 5 brands, which recorded high sales amount and growth rate in 2001 and 2002, to purpose proposing effective marketing by analysis of each marketing strategy. According to analysis, brand marketing could summarize to 5 marketing strategies such as culture marketing, emotion marketing, co-marketing, on-line marketing, propose marketing.

Culture marketing included BB family marketing, star marketing, core marketing and experience marketing.

One of recent example of emotion marketing was 'Kidult marketing' which affected cute concept.

Co-marketing included Charisma marketing which cooperated with distribute industry, Movata marketing which cooperated with mobile communication industry, and 'Game marketing' which cooperated with game industry. Beside there were some other marketing strategy such

¹⁷ Writer, " 'Now, Remember as Number' Boom in Number Marketing in Fashion," *Apparel News*, (2003 April 28), 23.

as consumer calling marketing, ASA marketing for buyers, QR marketing for quick response, Web site's differentiate marketing and Logo marketing.

The suggested marketing strategies for on-coming brands were as follows :

1. Distinguished Strategy of On-line Contents

- 1) Recently some brands operate their online shopping malls to create new customers. People prefers to use specialized portal site or internet overall shopping malls rather than brand stores, because brand stores are late to respond for changes. For overcome this problem, brand needs to segment internet markets by products and site visitors. Also it needs to develop differentiated contents.
- 2) It is better method to inform through e-mail for world fashion trend, how to wash, how to care, and specialty of product rather than only introducing their products.
- 3) Brand needs to harmonize the marketing with weather forecasting and then tries to apply to fashion business. It means that through e-mail or cellular phone text service, brand sends information about each province weather and weekly weather forecasting in order to increase customer's satisfaction and sales. In the future, on-line marketing will be not option but necessity for fashion business.

2. Consumer Calling Strategy

- 1) Recently the distribution via department store gets into the limitation. The importance of concept shop is raised. Another words, shop is not a place for the cloth sale. It adds image of cultural space and brand provides opportunity for a customer to have cultural experience.
- 2) It is important that brand provides various products for customers to have one-stop shopping by segment them on preference and age.

Besides, brand needs to develop several idea

such as restaurant, hair shop, massage shop, rest space where people could read books or surf internet.

- 3) Brand needs to develop and establish a concept street which allows cross- coordination in one street though independent road shop that has differentiated characteristic with same age target.

Brand could get more customers by keeping its own character and by co-sale with other brands

3. Maximized Loyalty Strategy

- 1) If a shop master or a fashion adviser consult or suggest coordination as customer service such as customer body shape, lifestyle and T.P.O. the customer who does not have confidence against coordination, will have loyalty for the brand.
- 2) Each brand consulting service is quite effective in the view of brand. However, in the point of distribution industry, if distribution industry develops a system which actualizes cross-coordination with multiple brands, customer's loyalty would increase for the distribution industry.
- 3) If brand continuously advertises about after-sales service, customer could easily recognize brand's conviction. Thus brand could increase customer's mind share.
- 4) As brand actively utilizes data about customers, brand has to develop loyalty program to increase sales. It provides adhere service to V.I.P. by educating manager and then gathers feed back from customer.
- 5) Recently customer starts to pay attention to health, leisure and trip. It could be a good solution that brand provides several benefits through cooperation with well being industry.

References

- An, Kwang-Ho (1999). *Fashion Marketing*. Suhaksa.

- Arakawadamachi (1992). *Twenty times marketing*. Chungbosung.
- Chae, Seo-Il (2002). *Marketing*. HakHyunSa.
- Cho, Young-Ah (2004, April). "The Status and structural changes of domestic fashion market." *Journal of The Korean Society of Clothing and Textile*, Summer special lecture of fashion marketing branch in Seoul. ChoSun-IlBo (6 Jan., 1996).
- Fashion Brands Year Book (2002). Apparel News.
- HaKuHoDo Brand Consulting (2002). *Brand Marketing*. Kim, Nak-Hoi, Yu, Gin-Hyung, Hong, Sung-Min rendering. Good Morning Media.
- HanGyoRae ShinMoon (7 Apr., 1999).
- Han, Sun-Hee, <Hot Issue Brands> Banila B, (March 2002, world wide web @ http://ktnews.com/past/special_content.asp?countnum=20887; search on 10 April 2002.
- JungAng International (2, Nov., 1998 / 18 Feb., 1995 / 7 Mar., 1999).
- JungAng IlBo (3 May., 1996).
- Kim, Young-Sun (1994). "A Study on American Casual Wear-Focused on Kelvin Klein, Ralph Lauren, Anne Klein, Donna Karan-." (Thesis of Master Degree, KyungHee University Graduate School).
- Kim, Hye-Soo (1999, 10th of December). "Cultural Marketing." HanKook Economic Press.
- Kim, Young-Sun (1994). A Study on American Casual Wear.
- Kotler, Philip (2001). *Kotler on Marketing*. Kim, Chung-Goo rendering. Sejong.
- Kwon, Hyae-Cho (1998, April). "Concealed reality in the splendor." Yonseichunchoo.
- Lee, Hyun-Hee (1996). "A Study on Items following recent fashion market changes -Focused on young lady casual brands-." Thesis of Master Degree, HongIk University Graduate School.
- Na, Chong-Ho (1997). *Leading of Marketing*. Chunglim Publishing.
- Na, Young-Won (1999). "A practical study on the positioning strategies of medium-high price casual brands, Thesis of Master Degree, Ewha Women's University Graduate School.
- Oh, Mi-Kyung (1999). "A Study on Marketing Strategies of Casual Fashion Products -Focused on GIORDANO-." Thesis of Master Degree, Sogang University Graduate School.
- Park, Eun-Hye (2001). "A study on casual brands and fashion promotions." Thesis of Master Degree, KyungHee University Graduate School.
- Samsung Design Net (18 Dec., 2002). *Fashion Market Analysis of fall/winter 2002 and Prospect of 2003*. WolGan GakSeok (1 Dec., 1990).
- Yuk, Bo-Kyung (2001). "A Study on Internet Advertisement Patterns and Advertisement Effect for Consumer Characters -Focused on Domestic Casual Wear Companies-." Thesis of Master Degree, Chang-Won University.