

# Study on Sustainable Management of Haipai Fashion Brands from the Perspective of Cultural Confidence

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## ABSTRACT

So far, China's fashion brand construction has gone through three stages: material demand-oriented, cultural construction-oriented, and integrated development-oriented. With the continuous advancement of the internationalization of ethnic culture, the study on sustainable management of fashion brands has become the core issue of national culture development. In the current historical background of confidence in national culture, it is a very necessary and important study to summarize and reflect on the shortcomings of the Haipai fashion brand in the process of internationalization, and to propose a sustainable management path for the future.

**Keywords:** Cultural confidence, Haipai fashion brand, sustainable management, promotion countermeasures

## 1. INTRODUCTION

Culture that is the blood of a nation and brand that is the image of culture are the core element of soft power competition between countries in the context of global economic integration. The research results of many domestic scholars, such as the related academic reports Brand Competitiveness Lies in Cultural Self-Confidence, Study on the Image Building of Chinese Brands and International Communication Innovation under the Background of Cultural Self-Confidence, Study on the Value of Cultural Self-Confidence and the Realization Path and other related academic reports, fully discuss the inherent relationship between national culture and brand image, and elaborates that if Chinese brands want to go global, they must establish a clear and distinctive brand image based on the self-confidence of national culture in order to gain a foothold in the turbulent world culture.

## 2. THE BASIC COURSE OF CONSTRUCTION OF HAIPAI FASHION BRAND

The development history of Haipai fashion brand, which is based on the reform and opening up of the domestic market economy in the 1980s, can be roughly divided into three stages.

Firstly, the formation of Haipai fashion culture. From the end of the 19th century to the beginning of the 20th century, with the maturity of Shanghai as a seaport for foreign trade and the determination of its status as a financial center, Shanghai has become a mega-city in China after London, New York, Tokyo, and Berlin. The modernization process has brought a large number of

domestic and foreign population to the city, and at the same time brought a variety of public utilities such as literature, art, clothing, and architecture in the West. Chinese and Western cultures are integrated and compatible, and a unique Haipai has gradually formed, and fashion culture is gradually formed on this basis.

Secondly, the establishment of Haipai fashion brand. In the 1980s, the domestic market economy entered the era of reform and opening up. With a wide variety of products, the masses began to pursue high-quality and personalized fashion consumption model. Haipai fashion brand came into being and was gradually formed and established.

Thirdly, the development stage of Haipai fashion brand. At the beginning of the 21st century, with the continuous improvement of people's living standard, the mass consumption of fashion began to gradually shift from material demand to brand culture-oriented consumption model that was hierarchically classified. As a result, Haipai fashion brand entered a period of rapid development.

## 3. The Shortcomings of Sustainable Management for Haipai Fashion Brand

After more than 40 years of marketization, Haipai fashion brand has realized a number of independent brands from small to large and from scratch. Whether the old-fashioned Warriorshoes, the Shanghai brand watch or the emerging Shanghai story, SU Su, etc., all have become the banner and benchmark of China's Haipai fashion brands. However, looking internationally, Haipai fashion brand's international popularity, reputation, and influence are seriously insufficient. Through analysis of relevant literature, market research and questionnaires, it is not difficult to find that Haipai fashion brands have shortcomings such as brand positioning, promotion and marketing, and cultural value building in international market competition.

### 3.1. Unclear Market Positioning

Haipai fashion brand generally has the problem of international positioning, which is mainly reflected in insufficient positioning or broad positioning. Insufficient positioning means insufficient view of its own products and target markets, resulting in the differentiated advantages of products in the international market competition is not obvious, and consumers are difficult to perceive their uniqueness for lacking of persuasion. Broad brand positioning is also a manifestation of incomplete understanding of its own products. In the construction of brand image, a large and comprehensive mentality is often pursued, resulting in too many prepotent characteristics of the product, forming a vague brand image that is easy to cause consumers doubt. For example, the Haipai fashion brand Shanghai Beach Cheongsam, which was established in 1994. When it expanded overseas international markets in 1997, it failed to gain the favor of consumers due to insufficient view of the target market, and ultimately failed to be merged in 2017 and acquired by Italian clothing manufacturer A • Moda SpA. It has completely become a foreign Chinese Haipai fashion brand. It can be seen that accurate market positioning plays an important strategic role in the internationalization of the brand.

### 3.2. Lack of Active Communication

The communication of Haipai fashion brand is a system engineering. It is a cross-disciplinary fusion of design, psychology, management, sociology, etc. It is a marketing model with communication as the media and a consumption model established by various means and methods. It is also a process from static identification to dynamic identification, allowing consumers to change from the initiative communication of the brand to acceptance. Combined with the development experience of the brand promotion in the market operation, through the analysis of the Questionnaire Survey on Reshaping the Marketing Strategy of Haipai Fashion Brand Management, most of Haipai fashion brands lack of active communication awareness during the internationalization process, and the communication content is less targeted. The purpose of promotion and communication of most companies is just to increase brand awareness and promote market sales returns. There is very little communication contents concerning the brand stakeholders such as investor relations, customer relations, and audience understanding, and the communication behavior of consumers is not considered through multiple dimensions, ignoring the fundamental demands of stakeholders.

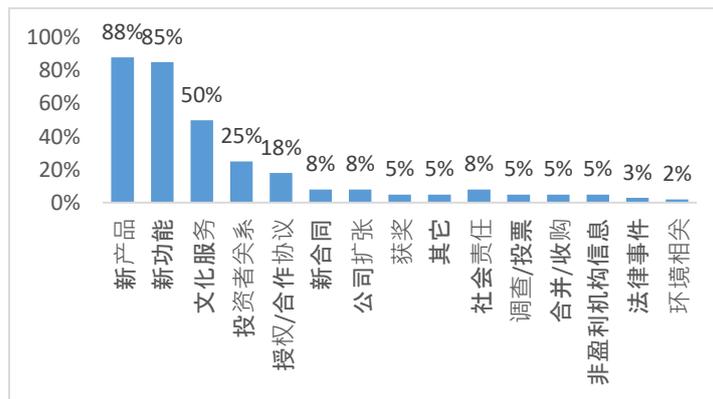


Figure 1 The main content of Haipai fashion brand international communication

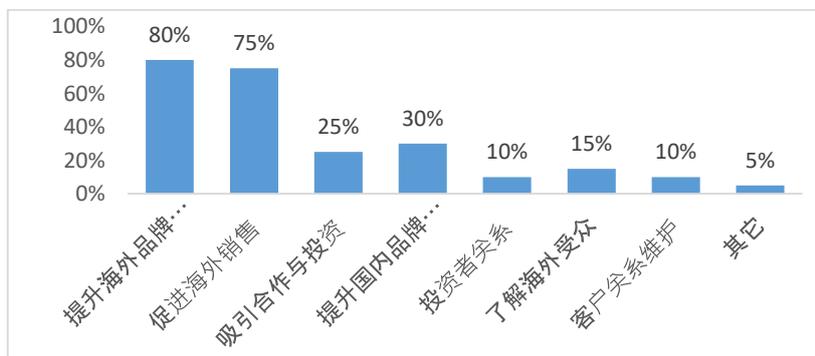


Figure 2 The main purpose of Haipai fashion brand international communication

### ***3.3. Insufficient Construction of Cultural Value Connotation***

The cultural value of Haipai fashion brand has intangible, pluralistic, dynamic and other comprehensive characteristics. It is an important way for brands to successfully capture the market and consumer psychology. As the core asset of a brand, it is the commonality of many well-known fashion brands to build and maintain the cultural value of the brand, promote the unique brand concept, and enhance the connotation of the brand. According to the survey and analysis of the cultural value of Haipai fashion brands, it is found that, as a newly-developed Haipai fashion industry, in the process of internationalization, due to the influence of domestic market economic development factors, most companies have unilaterally pursued the direct return of products and ignored the construction of cultural connotation of the brand. Taking clothing as an example, although the export volume is large, most of them are low-end commodities that lack cultural connotation, historical accumulation and soul spirit. The main reasons are: firstly, the human environment that brands face when entering new markets is not analyzed deeply, and regional differences and consumer psychological distance are not effectively resolved; secondly, the domestic culture of the brand is introduced to overseas market completely without any change, while the exotic cultures have also neglected the integration with local cultures, which can easily cause consumers to misread and dislike the brand.

## **4. MEASURES TO IMPROVE SUSTAINABLE MANAGEMENT FOR HAIPAI FASHION BRAND**

In recent years, with the opening and support of national policies, China has achieved initial results in the internationalization of Haipai fashion brand, and has also accumulated certain sustainable development experience. However, it is undeniable that there are still more challenges and doubts compared with the achievements that have been made. Facing the future, the sustainable management construction of the Haipai fashion brand should focus on the following aspects:

### ***4.1. Strengthen the Top-Level Design and Promote the Construction of International Standards***

The 21st century is an era with global integration and markets without borders. To build an international fashion brand with Haipai characteristics, it is necessary to rely on the joint collaboration of resources from local governments, industries and enterprises at all levels, combine with the development of existing industries, conduct in-depth investigation, and benchmark the world

and coordinate from policy orientation and service system and other links to complete the top-level design of industrial development to meet international industry standards. For our country, it is mainly reflected in three levels to promote the construction of international standards of Haipai fashion brand: firstly, benchmark professional standards developed by international organizations and cultivate international perspectives, such as the professional standards formulated by the World Economic and Cooperation Organization; secondly, match the professional standards developed by developed countries and various industry organizations, and establish domestic industry standard post criteria, such as the 840 national professional standards formulated by the United States in 2010; thirdly, match the professional standards developed by large multinational companies and global industry leaders to promote products consistent with the enterprise's occupation, and strive to promote the sustainable development of product innovation spirit and creative ability.

### ***4.2. Establish National Cultural Confidence and Create a Unique Brand Image***

The Chinese national culture, as a product of long history, carries the civilization with history of thousands of years and has always played an important role in the development of society. It is a tribute to the trend. Haipai fashion brand, as an important art form for the development of national culture, bears unique geographical advantages and historical circumstances. As the forerunner of national culture going global, only insists on cultural self-confidence, takes the national spiritual lifeline as its foundation, takes advantage of national cultural characteristics, effectively integrates the differences between eastern and western cultures, and establishes clear and distinctive brand image in the process of internationalization, can Haipai fashion brand occupy a place in the highly competitive market. For example, the well-known Haipai fashion brand Shanghai story was born in 2003. During the development process, it has always adhered to the characteristics of the traditional culture of the nation. The development of its main products tightly surrounds personalized products, such as silk scarf enclosures and fashionable parasols and fashionable handbags that are rich in Haipai regional cultural characteristics. At the same time, scientific research and innovation are deepened, to integrate with international fashion trend, which have achieved very successful result.

### ***4.3. Explore the Law of Market Development and Define Target Market Positioning***

Haipai fashion brand is the historical precipitation of national culture and influenced by international multicultural, and has the characteristics of popularity and culture. In this context blending, the development of brand

cannot be separated from the clear positioning of market. Only by identifying the entry point, studying the market development laws of global economic integration deeply, and conducting domestic and foreign market research actively, can we explore the sustainable development advantages of the Haipai fashion brand under the background of cultural confidence, and use scientific methods to comprehensively interpret the psychology, consumption habit and purchasing power for international market. Throughout the well-known domestic Haipai fashion brands, let's take Shanghai Warriorshoes, which has a century history and was founded in 1927, as an example. In recent years, with the historical development opportunities such as the Olympic Games and the World Expo, it has the courage to reform and innovate, actively explores the market development laws, and adheres to the precise market positioning. Thus, it has achieved historic and breakthrough development with closely surrounding the "classic, fashionable, professional" brand culture. Its products are sold all over the country and exported to dozens of countries and regions such as Europe and the United States, becoming a model of Haipai fashion brand with a certain influence.

#### ***4.4. Constructing a Diversified Communication System to Improve Communication Efficiency***

The establishment of communication system is an important strategic means for brands to enter the international market. Establishing an effective diversified communication system is a key factor for a brand to succeed. From the view of the current international communication practice, the simplification of the communication strategy of Haipai fashion brand is insufficient. For this reason, the following three aspects can be used to improve the communication efficiency. Firstly, the target of communication is clear. Communication without objects must be invalid. The 21st century is the era of big data. The precise nature of big data has become a key link in mastering the objects of communication. Secondly, the content of communication should be clearly defined. Based on the reality of cultural diversity, it is necessary to fully understand the information needs of the communication object, and set specific communication content, framework and voice through the cognition of different historical and cultural background, humanities and customs, and expectations. Thirdly, clear communication methods. Good presentation is effective means to increase the rate of information arrival and action, and is immersive interaction experience of customers involving consumers through various media such as paper, network, mobile, intelligent, and social.

#### ***4.5. Strengthen the Construction of Cultural Connotation and Enhance the International Influence of the Brand***

The construction of cultural connotation value is multi-dimensional, dynamic, and emotional. The connotation construction of Haipai fashion brand under the background of cultural self-confidence is essentially the brand spirit and corporate culture behind the product. If Haipai fashion brand wants to become an internationally renowned fashion brand, it not only needs to show its strength in products, capital, technology, resources, etc. to the society, but also needs to be innovative, constantly surpassing, showing its own brand cultural connotation value, and transmitting a kind of national culture inheritance mission and the spirit and emotion to fulfill the social responsibility, thereby enhances the consumer trust in the enterprise by contributing to the society to enhance its brand image and influence.

### **5. CONCLUSION**

In summary, in the social form of global economic integration, Haipai fashion brand, as the forerunner of national culture going global, should actively explore the rules of international market development, adhere to the background of cultural self-confidence, strengthen the top-level design, enhance scientific research and innovation capabilities of the brand, build the brand image with national cultural characteristics, explore the integration and development of national culture and world culture, clarify the target needs of consumer groups at home and abroad, establish a diversified communication system, improve communication efficiency, establish and construct corporate culture, strengthen scientific management of the brand, maintain and improve the brand competitiveness in the international market, thereby establish and improve the sustainable management model of the Haipai fashion brand that is adapted to the global economic development.

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