# The Optimization Path of Gucci Clothing Advertising Strategy

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**Abstract.** The global luxury apparel market is growing rapidly and fiercely competitive, with China accounting for a significant share of the market. It has become a key driver of the growth in the global luxury apparel market, reshaping the regional landscape. Digital communication has revolutionized luxury advertising models, with top brands now competing on innovation and cultural alignment. As a top-tier brand, Gucci showcases its innovative capabilities through cross-industry collaborations and targeted regional advertising, yet still faces challenges such as cultural adaptation conflicts and insufficient appeal to its target audience. This paper takes Gucci's clothing advertisement as the research object, adopts the literature investigation method and case analysis method, probes into its strategy status, core strengths and weaknesses, and its problems and causes, and finally puts forward the optimization path which has both brand inheritance and market compatibility. Through the research, paper find that Gucci's current advertising strategy is highly competitive, but there are some problems: lack of cultural adaptability, insufficient implementation of sustainable work, excessive accumulation of elements leading to consumer aesthetic fatigue, and insufficient precision of advertising placement. This paper makes some suggestions on the strategy optimization of the sustainable, cultural adaptability, consumer preference and advertising precision.

**Keywords:** Gucci, Advertising Strategy, Digital Communication, Brand Inheritance, Market Compatibility.

## 1 Introduction

Advertising is a very important income source for the major clothing brands. In this era of change and competition, the advertising strategy that conforms to the times is the key to win. With technological advancements, new short-video platforms have emerged, gradually replacing traditional one-way communication methods like high-end fashion magazines and offline runway shows. Digital platforms are now rapidly evolving from optional advertising channels to essential platforms for major brands. This shift signifies a profound digital transformation in fashion advertising strategies [1]. Meanwhile, luxury fashion online advertising faces the 'exclusivity paradox' —the

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industry's challenge of attracting more customers through digital channels while maintaining product scarcity, compelling top brands to innovate their advertising strategies [2]. As a leading brand in the industry, Gucci has garnered massive attention and remarkable commercial success in advertising through its classical aesthetics and continuous innovation. Its innovative use of big data to align with consumer preferences, thereby personalizing customer experiences, and its integration of VR technology to enhance user engagement have set a benchmark for digital transformation in the industry [1]. However, the brand has also faced criticism over cultural controversies in some advertising content and insufficient precision in reaching its target audience. Family-owned luxury brands emphasize showcasing their heritage and historical legacy in advertisements, while independent luxury brands focus on innovation and cross-border marketing. The conflict between the innovation practice and reality of Gucci's advertising strategy reflects the common contradiction of the two kinds of brand development, which has typical research value for the whole luxury clothing industry [3].The theoretical significance of this paper is that it enriches the case study system of luxury advertising strategy by analyzing the communication channels, content characteristics, brand inheritance and market matching of Gucci clothing advertisement, and provides more ideas for the optimization of advertising strategy in academic circles. In practice, luxury advertising must align with contemporary trends, while Gucci's shortcomings in cultural relevance and audience targeting demand tailored solutions [4]. This paper, by combing the existing advantages and potential problems of Gucci clothing advertisement, and exploring the reasons behind them, puts forward the optimization path that is feasible and innovative, and can also provide new ideas for other brands to optimize their advertising strategies.

The logical framework of this study is "status analysis—problem analysis—strategy optimization". First, the core positioning of Gucci brand and the development status of its clothing business are determined. Then, the existing strategies of Gucci clothing advertising are analyzed from the aspects of communication channels and content characteristics, and its advantages and disadvantages are discussed. Finally, based on the development of the luxury market and the needs of brand inheritance, the paper puts forward the optimization suggestions of sustainability and cultural adaptability improvement, including risk prevention and control and effect evaluation.

## 2 Positing of Gucci and the Development of Its Garment Business

### 2.1 Brand Core Positioning

As one of the world's premier luxury fashion brands, Gucci positions itself through bold designs and retro aesthetics, offering prices that rival those of Louis Vuitton and Chanel in the high-end luxury segment. With its keen market insight and innovative capabilities, Gucci has shed its traditional image of luxury and sophistication, reinventing its brand as modern and versatile while preserving its classic artistic essence, now increasingly appealing to younger demographics.

### 2.2 Characteristics of Target Consumer Group

Gucci's core consumer group is Generation Z and the millennial generation, aged 18-35. Research has shown that the amount of interaction between luxury goods advertisements on social media is closely related to whether their brand identity is displayed. This research result is directly related to the purchasing motivation of luxury goods consumers, who often create their high-end image through scarcity and exclusivity [5]. Gucci, as a leading luxury brand, is often used by consumers as an expression of identity and status. By displaying the classic double-G brand logo in social media advertisements, it gives consumers a feeling of being at home, which has gained more attention. With Gucci's youthful transformation, the investment in some modern design elements has brought Gucci and young consumers closer together, resulting in greater achievements. In short, the characteristics of its consumer group are: dependence on social media and emphasis on a sense of "identity, status", fashionable design, and keeping up with trends.

### 2.3 Performance of the Clothing Business Market

Among luxury clothing brands, Gucci has always been at the forefront, and with its youthful brand strategy, it has become popular among young people, becoming an industry benchmark for the transformation of luxury goods towards youthfulness. But in recent years, with the development of technology, environmental problems have become increasingly severe, and Gucci's primary issue is environmental protection. Consumers' awareness of environmental protection is gradually increasing, leading to a growing demand for sustainable products. Luxury brands are often associated with environmental protection due to their expensive prices, and consumers often have higher expectations for luxury environmental protection. If luxury goods only talk about environmental protection but do not take practical actions, they will face serious consequences of trust collapse, but luxury goods themselves conflict with environmental protection concepts [6]. If Gucci cannot keep up with the pace of environmental protection, it will affect its performance in the market. At the same time, on the one hand, core competing brands such as LVMH and Chanel are also continuously promoting their youthfulness policies, competing for young customer groups, and the market competition is becoming increasingly fierce.

## 3 Analysis of the Advantages and Disadvantages of Gucci Clothing Advertising Strategy

### 3.1 Advertising Communication Channels and Forms

With the development of the times and the popularity of the Internet, the emerging social media platform has become an important communication channel for mainstream brands. Gucci expands its presence across all channels, presenting diversified and contextualized communication channels and forms. The online communication platform

takes Instagram, Tiktok and Little Red Book as the core communication platform. Through short video, live broadcast, KOL cooperation and other forms, it achieves high frequency exposure and appropriately exposes the logo in the advertising content, further improving the interaction rate. Offline, Gucci integrates immersive experiences into advertising through various forms such as pop-up stores, art exhibitions, and fashion shows, enhancing audience sensory cognition. At the same time, we will collaborate with well-known brands such as Disney and Marvel to further enhance the attractiveness of our advertising campaigns and achieve breakthrough dissemination. Gucci is creating an integrated omnichannel service that combines online and offline channels, launching special features such as online appointment for store try ons, and all platforms display price and discount information synchronously. Nowadays, the services provided by store employees have gone beyond simple sales, creating a better experience through emotional resonance, perfectly interpreting the golden rule: 'seamless experience+humanized interaction=brand loyalty' to achieve a closed loop of online and offline traffic [7].

### 3.2 The Core Features of Gucci's Advertising Content

The core features of Gucci's advertising content can be summarized in three words: artistic sense, contrast, and storytelling. Collaborating with contemporary artists to create emojis with artistic styles, such as the # TFWGucci Instagram advertisement launched in 2017 in collaboration with multiple digital artists, perfectly integrates art and humor. This innovative move subverts consumers' stereotypes of luxury goods being noble, dignified, and "not laughing", achieving a collision between elegance and fun, further forming a sense of contrast [8]. Each season's advertisement focuses only on one story, such as "retro futurism", "diverse identities", etc., rather than just sales promotion. At present, Gucci's advertising content still tends to focus more on lifestyle advertisements that promote the brand, but lacks certain impetus for consumers in the decision-making period [9].

### 3.3 Existing Strategic Advantages

Gucci's existing clothing advertising strategy has a strong competitive advantage. In Instagram, which is highly active on social media and particularly conducive to visual presentation, the moderate exposure of classic double-G brand logos in advertising content provides the target audience with a sense of identity and effectively enhances the interaction rate of the advertisement. It also avoids the feeling of "exquisite soil" and "nouveau riche" brought by overly large or dense logos, which perfectly conforms to the conclusion that the size of luxury brand logos needs to be moderate [5]. Outstanding breaking ability and daring to break through the conventional high-end circle. Bold use of artistic emojis in advertising not only increases the memory points of the advertisement and attracts young consumers, but also brings the audience closer, making them willing to actively share Gucci on social media. It is equivalent to free advertising for the brand, forming low-cost and high credibility spontaneous dissemination. The successful assistance in continuously expanding the brand's influence, while retaining the

original high-end and artistic quality of the product to prevent the loss of old customers, can be regarded as a perfect practice of the "dual coding" theory [8]. The effective implementation of omnichannel experience amplifies customer benefits, increases consumer trust and loyalty to the brand, and lays a solid foundation for the sustainable development of the clothing business [8].

### 3.4 Existing Problems and Challenges

Despite Gucci's highly advantageous advertising strategy, as an internationally renowned brand, there are still many problems and challenges in achieving greater development. According to literature, the problem of aesthetic fatigue is caused by excessive stacking of retro elements, as well as excessive co branding and overly flashy designs, leading to consumer fatigue [10]. Secondly, the adaptability of advertising to local culture is not very adequate. In conservative countries such as the Middle East and South Asia, models in advertisements are too exposed, which can easily lead to dissatisfaction. According to the data, the Asian market has been a key driving force behind the development of the luxury goods industry in recent decades. Therefore, more attention should be paid to the issue of cultural adaptability [11]. Then there is a lack of practical implementation of sustainability communication work, which only verbally proposes environmental protection concepts, and there is suspicion of greenwashing, which may greatly reduce consumers' trust in the brand [6]. Finally, there is a lack of functional advertising targeting consumers who already have purchasing desires but are still struggling with brand selection issues in the advertising genre [9].

## 4 Optimization Strategy Recommendations

### 4.1 Sustainable Communication Optimization

In the current increasingly severe environmental problems, luxury goods, as high-end products, have always been the focus of consumer attention on product sustainability. Whether sustainability is actually implemented has a significant impact on customers' trust and loyalty to the product. Gucci should implement sustainable practices and turn sustainability from a slogan into visible and verifiable advertising content. This article provides two practical solutions for this: the first is to focus on sustainable business display, and the advertisement can be filmed in the form of a documentary, clearly displaying the production process of organic fabrics in clothing, showcasing the process of recycling leather and authoritative environmental certifications such as EU environmental standards, launching programs for old clothing recycling and second-hand clothing buying and selling, displaying professional monitoring reports and processing procedures for recycled old clothing, emphasizing Gucci's sustainable, green, safe and circular process for clothing. This implementation not only promotes sustainable work, but also makes it easy for customers to verify the implementation of the work. The transparent production process can refresh customers' trust and loyalty to the brand,

clear the suspicion of greenwashing, enhance brand reputation, and may also increase new customer groups such as thrifty people [6].

### 4.2 Improvement of Cultural Adaptability

Advertisements cannot have the same content in every place, and should be appropriately changed according to different national cultures. In European and American countries, personality is more emphasized, and humorous and contrasting advertisements can continue to be created. In Asian regions where culture is more conservative, clothing advertisements should not be too ostentatious but should be more restrained to highlight family and low-key luxury. In culturally inclusive regions such as Malaysia, confident and assertive content can be combined with local textile techniques for creation [11]. Gucci advertisements need to be friendly and integrated with local culture regardless of the region they are placed in, rather than simply exporting Western culture. Conduct some cultural research in advance when investing advertising money, investigate some sensitive points in the local area, and then conduct targeted checks on advertising content to avoid cultural conflicts.

### 4.3 Content and Channel Precision

Gucci's advertising placement still lacks a certain degree of precision and needs to be refined from extensive omnichannel placement to customer segmentation placement. Customers can be divided into two classes. The first class is still in the stage of hesitation. For this class of customers, you can publish some lifestyle fashion ads on the platforms of Xiaohongshu, Tiktok, etc. to complete the brand grass planting, so that these customers have an interest in the brand, arouse customers' desire to dress up, and even purchase. The second tier refers to customers who have purchase ideas but are still considering whether to buy or which brand to choose. For this tier of customers, they can publish some functional information on the official website or e-commerce platform, such as clothing size, workmanship, materials, and how to clean for customers' reference [9]. In addition, it is necessary to continue to strengthen the integrated experience of online and offline. AI technology can be used online to display three-dimensional models of clothes on the official website platform, so that customers can see details without physically going to the store. AI technology can also be used to develop a fitting software, where customers can upload the front, side, back, height and weight of their entire body to generate a 3D figure. The system can then use these basic information to help customers match suitable clothes. This can help some customers who do not know how to match clothes choose suitable clothes, and also allow some customers who have desired styles but do not have time to try them on in the store to see the effect of the clothes without leaving their homes. Offline continuation of humanized services, customized services, and craftsmanship experience.

### 4.4 Effect Evaluation and Risk Prevention and Control

Establish a comprehensive and multi-dimensional advertising risk assessment technology, not only focusing on exposure, but also collecting customer positive and repeat purchase rates, social mentions, customer evaluations of the brand, and negative reviews. In fact, some negative reviews are quite important. Some negative reviews reflect the defects of the product. Brands can improve their product quality through negative reviews. Listening to customer feedback and making immediate improvements can increase customers' goodwill towards the brand. Before each advertisement is released, some small-scale tests can be done in advance, such as placing advertisements in areas with strong cultural colors to test the effectiveness of the advertisement. At the same time, it is recommended to create a temporary cultural survey channel before advertising in other regions, specifically to collect local culture and make corrections to sensitive content in advance. To address the risk of greenwashing, the industry chain can be made public and transparent, or a green campaign can be created to regularly select some customers, or invite some media to conduct on-site inspections of sustainable implementation, in order to maintain customer trust in the brand through transparent operations.

## 5 Conclusion

This article analyzes the existing strategies of Gucci clothing advertising and finds that there are suspicions of superficial work in sustainable communication, lack of practical work, contradictions between advertising content and local culture in terms of cultural adaptability, and insufficient accuracy in channels and content. This article proposes an optimization plan for Gucci clothing advertising that combines brand heritage, cultural adaptability, and precise channel content in these three aspects. In this era of advanced technology, Gucci can utilize AI technology to achieve online 3D stereoscopic product display on its online website, which can facilitate customers' understanding and viewing of products. Collecting more customer feedback in product optimization can effectively improve product quality, gain customer favor, and enhance brand reputation.

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