

Research on Dynamic Multi-Dimensional Positioning of Customized Clothing Brand

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ABSTRACT: With China's urbanization development, disposable income growth, the relaxation of international tourism restrictions, China has become the country with the world's fastest growing luxury goods consumption and well-developed tourism. So high the explosive high-end consumption situation caused the attention of the society from all walks of life, which is also helpful for the development of customized apparel brand opportunities. Customizing clothing has obtained a good market space because of its emphasis on personalized, the pursuit of a sense of individuality and quality. Research on dynamic multi-dimensional positioning of customized clothing brand, is conducive to meet the needs of high-end social and special living groups, on the other hand help to strengthen brand innovation ability and enhance the brand value, also in line with the necessity of the clothing brand diversified development strategy. There are few studies on the mode of clothing design in the present literature. But there is no literature reports on discussion about the custom clothing brand positioning, nor related research on the exploration of how to establish a dynamic, multi-dimensional positioning system of such kind of clothing brand. This paper, through the method of interdisciplinary and reference research, on the basis of the model of brand analysis and brand strategy and tactical point of view, discusses the positioning and design method of our customized apparel brand at present, and constructs customized apparel brand design patterns based on dynamic multi-dimensional.

KEYWORD: Dynamic multi-dimensional positioning; customized clothing brand; design model

1 INTRODUCTION

At present, China clothing brands is confronting with the transformation of production mode and industrial upgrading, therefore how to realize the extension of brand positioning has attracted wide attention. Some brands are trying to take developing custom business as one path for the brand extension, which leads to the operation mode and design patterns of the original clothing brand are not suitable or inadaptable for the issue of customing clothing brand. This paper, does research on the problems existing in the operation and design of custom clothing brand in our country at present, and mainly discusses the construction of the dynamic multi-dimensional positioning system of the custom clothing brand and establishment of custom clothing brand design pattern. For constructing the dynamic multi-dimensional positioning system of the custom clothing brand, it is supposed to be set on the basis of thinking of a positioning method, process, content, structure and reference to research results of dynamic positioning model and diamond model.

2 DYNAMIC MULTI-DIMENSIONAL POSITIONING OF CUTOMIZED CLOTHING BRAND

Since the concept of market positioning was put forward in the beginning of the 20th century, western scholars have made lots of achievements in the research of positioning theory. Throughout the proposal and development of positioning theory, the positioning range has experienced a change from advertising positioning to product positioning, and then to the expansion process of the marketing strategy positioning. This chapter, referring to the core content of dynamic positioning theory and location theory in the contemporary marketing positioning theory, in view of the dynamic development of the brand, combined with analysis of level of factors for customized apparel brand, find the core positioning points what customized apparel brand consumers pay attention to, further refine the progress to the brand interests positioning, value positioning and attribute points positioning, and establish dynamic

multidimensional positioning system of customized apparel brand.

2.1 Theoretical References for the Establishment of Dynamic Multi-dimensional Positioning System

2.1.1 Reference for Dynamic positioning theory

Shanghai Jiaotong University Professor Yu Mingyang put forward the concept of brand dynamic positioning in works "brand positioning", and proposed dynamic positioning model in "Research on Model of Brand Dynamic Positioning" published in academic papers in the year of 2010. As shown in the figure, dynamic positioning model, with the premise hypothesis of "change" taking consumers, competitors and the enterprises as main dimensions, the macro environment, and industry as the supplementary dimensions, observes and analyzes from five dimensions and completes brand repositioning.

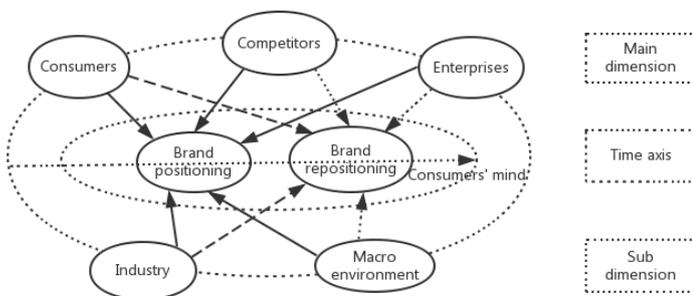


Figure 1 Dynamic Positioning Map

This paper uses three main points of dynamic positioning theory as reference. Brand positioning is always in the state of dynamic changes and brand positioning needs to be constantly updated. Second one is the selection of five brands internal and external positioning dimensions, including consumers, competitors and enterprises, macro environment, and industry environment. The last one is strategic and tactical level division of brand positioning.

2.1.2 Reference for Positioning Point Theory

Tsinghua University professor Li Fei proposed the concept of positioning in 2005, and in 2009, in the academic paper, "brand positioning point of choice model study", the concept of positioning points and 3 stages are clearly pointed out. The core idea of the theory is that in order to accurately positioning brand, it is necessary to find the most preference for the target customers and relatively disadvantage factor for competitors of marketing elements, but also identify what point in the element can become the core to achieve brand differentiation. Similar to the appeal point concept in advertising appeal, defines it as the "positioning point". Positioning point refers to the characteristic of marketing elements chosen, determined and provided for the target customer by en-

terprises. This feature is what target customers attached importance and the interest or value of comparatively competitive advantage, and the positioning point is further refined to the interests, values and character positioning points.

According to the theory, the selection of the positioning points includes the target market, analysis of the status of competitors and choice of the target. As shown in the figure, the concrete steps include: on the basis of market research, find the target market (target customers), understand their demands of four elements product, price, channel, promotion. Then subdivide the target consumers' interests, analyze the advantages and disadvantages of competitors, choose the interests target customers concerned about, determine the property position and value orientation according to the points of interest, and position selection still includes all the contents of the four elements. Next, achieve positioning have been identified through the combination of marketing elements. The last part is to build key processes and integrate corporate resources for key processes.

2.2 Establishment of Dynamic Multi-dimensional Positioning System

2.2.1 The Choice of Positioning Points of Customized Clothing Brand

Market positioning is to establish a different image to meet their value or interest needs with the company's products, services, or the company itself in the eyes of the target customers. The core of the positioning is to realize the differentiation among the competitors when meeting the customer's interests, and therefore the market positioning, also known as the differentiation positioning. This paper, referring to the research results of the positioning point, divide the positioning point selection process of the clothing brand into three specific steps. The positioning point selection in fact is process of shaping the brand competition advantage and brand differentiation. That is to say, according to the demand characteristics of the target consumers, based on three criteria (target customer focus, superiority to competitors, authenticity), select the corresponding interests, value, and property positioning point.

2.2.2 Core Custom Demand of Customized Clothing Brand Consumers

In the choice of interests, value and property positioning point, the identification of the clothing consumers and their needs is always the core content of the positioning point selection and other relevant brand strategy and tactics. Investigation on the characteristics of the target consumers' demand is the starting point of the multi-dimensional dynamic brand positioning. One of the most critical parts of the establishment of customized apparel brand dynamic multidimensional positioning system is the

classification of custom mainstream consumer groups and the recognition of core customization demand.

As shown in the figure, dynamic and multi-dimensional positioning system of customized clothing brand can be divided into three steps: dynamic positioning process, namely making tracking analysis of the five main orientation dimensions (consumers, competitors, enterprises, macro environment, and industry environment), which is indicated by S1. The process of selecting the positioning point of customized clothing brand, that is, based on the demands of the customized clothing consumer to each

marketing mix elements, to choose the brand-relevant interest positioning point, value positioning point, and attribute positioning point, the steps called S2. Recognition and application of core positioning point of customized clothing brand, namely select main positioning point, sub positioning point, and average positioning point first; and then is the positioning range, width, quantity, standard, and process selection; finally apply them to the element of the marketing mix (product, price, promotion, and channel), named S3. Therefore the steps for the dynamic multi-dimensional positioning of customized clothing brand are S1 to S2 to S3.

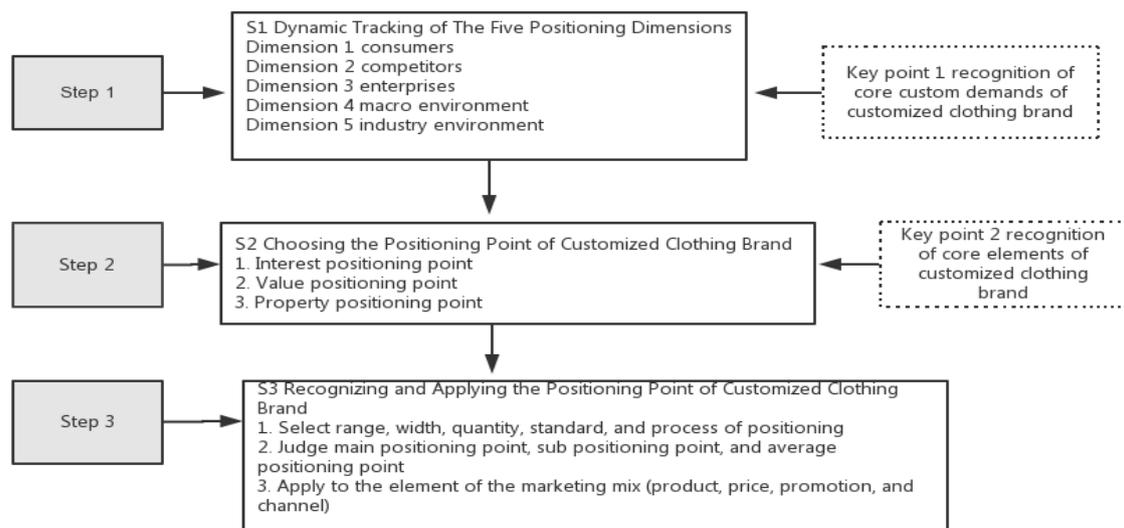


Figure 2 Steps of Dynamic Multi-dimensional Positioning of Customized Clothing Brand

3 CONCLUSION

Based on the summary of the market survey, brand core value, and brand characteristics, this paper discusses the operation and design of customized clothing brand. From the three-dimensional space concept, define the 3D design of customized apparel brand as the method of summarizing the design of customized clothing brand from the integration design, standard design and system design the three different dimensions on the view of brand operation. With individual demand motivation as the driving force, the brand strategy as the intrinsic support point, constitute the three-dimensional design system of customized clothing brand, and regard it as the content of the sub module of the custom clothing brand design pattern. This paper, combined with the particularity of customized clothing brand, analyzes the key content of dynamic multi-dimensional positioning system of customized clothing brand, and presents the three steps for constructing dynamic multi-dimensional positioning system of customized clothing brand. It provides a good reference for those who expect to do a research on positioning of customized clothing

brand.

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