

Social Media and Marketing Strategies of Fashion Brand

Wenxi Wu *

Aquinas International Academy, 91761 Ontario, the United States of America

* Corresponding Author Email: cyang612@gatech.edu

Abstract. In today's society, social media platforms gained huge public attention, people use social media platforms to entertain and acquire informations, many of the companies are also starting to make use of the social media paltforms to promote the brand and its products. Therefore, it is crucial for fashion brands to adjust their marketing strategies and take full advantage of these social media paltforms so that their brands can have a better future development. However, some brands have their extraordinary social media marketing skills. The south France brand, Jacquemus, for example, is a role model of social media marketing. Its total revenue increased 40 times during the past 6 years. This article analyzed the successful case of jacquemus, summarized X points which are important to social media marketing. This article devided the marketing strategies of Jacueqmus into brand image, creative design, and celebrity collaboration three parts, analyzed these strategies' adaptations to social media platforms and the effect it finally achieved. It also has reference significance to other brands.

Keywords: Social media; fashion brand; marketing.

1. Introduction

Nowadays, social media platforms have integrated into most people's lives. With massive number of viewers, social media platform shows its huge commercial value, influencing how products are promoted. It has become not only a free tool for public relations, but also a bridge connecting the market and potential buyers [1]. And these years, marketing has become an increasingly important factor to fashion brands. Employing appropriate marketing strategies is the key to acquire both reputation and sale for the fashion house. In fact, many fashion houses have started to use social media to create contends before the event or show is actually launched, and this has brought many benefits [1]. Therefore, how social media platforms influence the brands' marketing strategies is important.

Jacquemus is a sothern France brand founded by designer Simon Porte Jacquemus in 2010. Until 2023, within only 13 years of development, the brand has become a world known fashion house. However, special design alone is not enough for to achieve this. Many other brands also have good designs, but they are not as successful commercially. Jacquemus' brilliant marketing strategies, especially those using social media platforms largely contribute to the brand's success.

2. Case Description

Jacquemus is a ready-to-wear brand rooted in south France, where the brand owner and creative designer Simone porte jacquemus grow up. The brand is created in 2010. At the beginning, the way Jacquemus promoted his product is mainly through letting his friends wear his design during paris fashion week [2]. In 2012, he is first invited to hold his first show during paris fashion week. At that time, Jacquemus himself has to work for comment des garçons in order to keep running his brand. In 2015, Simon Porte Jacquemus won the year's Special Jury Prize at the LVMH Prize, which brought more attention from the fashion industry to his brand. In 2016, 6 years after the brand is created, Jacquemus achieved break even, which is a huge progress for a new brand. It also marks the beginning of the fast revenue growth. In the 2017 show, le santons de Provence, appeared Jacquemus' first trending item, the straw hat. The super large straw hat went viral on social media platforms, celebrities like Justin Bieber and many other influencers wearer it [3]. In the 2018 show, la bomba, Jacquemus



introduced its famous bag, le Chiquito. The size of the bag is so tiny that it can only be an accessory. However, the bag, again, went viral on the internet, bringing huge public attention to this brand. During the pandemic, which started at the end of 2019, many of the designers' brands announced closure or filed for bankruptcy. On the contrary, Jacquemus is growing at an extraordinary speed. It's total revenue increases from 20 million euros in 2019 to 280 million euros in 2023 [4]. In May, 2023, Jacquemus launched its viral VR campaign, which is a video with huge huge le bambino bags running on the street of paris. According to Lyst 2023-year report, Jacquemus' increased the searches for its Le bambino bags by 30%, and the ballerina flats by 49%, and became the most successful one among all the fashion campaign [5].

3. Analysis on the Case

3.1. Brand Image

3.1.1. Brand and designer story.

Usually, people can categorize fashion brands into two main types. One is represented by Maison Margiela, which infinitely weakens the presence of the designer and stresses the importance of the designs. The designer rarely shows up in public. The way they connect to the consumers is through fashion shows. And the other one is brands like Jacquemus, the designer is closely tied with the brand and its customer. The whole style of the brand will switch according to the style of the designer. Simon Porte Jacquemus, as both the founder and the creative director of the brand, is closely connected to the brand's image. Jacquemus was born in a small town in south France, both of his parents are farmers. At the age of 19, Jacquemus went paris alone to learn design. He only stayed at the design school for one year because after the sudden pass of his mother, he realizes what is most important in his life, so he quit school and created his own brand. He used his personal experience as part of the brand's story, and the style of the brand is the same as the environment Jacquemus grew up in. There are also many design details in the fashion show that is related to Jacquemus' personal story. Such storytelling can help build a more diverse and distinct brand image. It tells an emotional and memorable story to the consumers which can strengthens the relationship between the brand and the consumers. Through this interaction between a brand's value and individual, consumers can acquire a unique experience and emotional value [6].

3.1.2. Social media homepage.

Jacquemus' social media homepage has a strong brand style. The contents of the instagram posts are either photos of the campaigns or south France sceneries. The images have a unified style with a vibrant color aligned with the brand's identity, providing the visitors with a great visual perception, giving the audience a unique impression. The relaxing and comfortable Jacquemus will also share his personal life on the brands official instagram, for example, he will post himself going to a music festival or visiting art galleries. He also wrote in the bio, "my name is Simone Porte Jacquemus, I love blue and white, stripe, sun, fruit, life poetry, marseille and the 80s". User engaged contents like this can increase the purchase intention of the customers and strengthen the brand consumer relationship [7]. Therefore, a well-designed social media homage can be beneficial to the brand's image and revenue.

3.1.3. Fashion show location.

Jacquemus' shaping of the brand image can also be seen through the locations Jacquemus chose to held the fashion show. Fashion shows have always been one of the most important ways for the brands to show their design and value. It can largely influence how a brand is perceived by the public. For example, Jacquemus spring 2020 show, le coup de soleil is held in the lavender field of Provence, south France. The Provence lavender field itself has always been a trending spot on social media. Choosing it as the location of the show can largely increase the discussion of Jacquemus on social media platforms. Also, after the show is held, the brand's identity as a south France brand is deeply carved into the consumer's mind. Beside the lavender field, Jacquemus also chose the south France

salt flats, beaches, field grounds and the colorful Italian town Burano as its location for fashion shows. This location is not only closely aligned with the brand image, but also, meanwhile, suitable for spreading at social media platforms. Thus, bringing the brand a lot of public attention.

3.2. Creative Design

3.2.1. Product design.

Whether a brand can have a success on the internet is heavily rely on whether it has a trending item. And Jacquemus has shown great talent in creating hit items. The first thing that made Jacquemus widely spread on social media was the giant straw hat from the 2017 show. Then came the mini Le Chiquito bag. Although both items are not useful in daily life, the special design and the unusual size undoubtedly impresses the audience, and brought much attention to the brand on social media platforms. Later, Jacquemus released normal sized Chiquito bag. With the help of the trending mini Chiquito, the bag sells well. Having a best-selling bag is always important to a brand's revenue, Jacquemus himself also confirms during a Vogue interview that handbags account for 50% percent of the brands' total revenue.

3.2.2. Advertisement design.

Jacquemus' advertisements have always been a hot topic of discussion on social media platforms. Its advertising style is distinctive with its unique Southern French style. Moreover, its creative ideas also brought much public attention, giving people a feeling of freshness and a strong impression. Of all the campaigns, the most presentative ones are several sets of creative advertisements for La Bambino handbags created using CGI technology. The campaign includes giant handbags flying through the streets of Paris, handbag-shaped ice cream trucks, and inflatable handbags floating on the river. These unusual items give audience huge visual shock. According to the Lyst 2023-year report, after the campaign, searches for the fashion house rose 28%, making them the most effective campaign among fashion houses of the year [5]. These creative advertisements not only attract a large number of Internet users, but also help brands maximize profits and enhance brand image [8].

3.3. Celebrity Collaboration

Jacquemus has never concealed the brand's need for views on social media platforms. People can easily see this from the celebrities Jacquemus chose to work with. On the runway show, Jacquemus invited Bella Hadid, Gigi Hadid, and Kendall Jenner as their model. Celebrated models like them have a solid and massive fanbase which can easily bring public attentions to the brand. And when the brand is shooting advertisements or campaigns, it also invited the most popular celebrities or influencers. For example, in the GUIRLANDE campaign, Jacquemus invited K-pop idol Jennie Ruby Jane, who has cooperated with the brand for a while, and Jennie is also the most powerful dresser in 2023 announced by Lyst who contributed a lot to all the brands she worked with (As the world biggest fashion search site, Lyst gathered the increased search on its site of each item after the celebrity wore them and got the result of the report). In the same Lyst report, the 2023 front row dresser Kylie Jenner is also invited to Jacquemus 2024 fall winter show [5]. From the perspective of psychology and social psychology, celebrities play an important role in helping public know a certain brand and consumers making consumption decisions [9]. What's also important is that these celebrities all have a personal style matched with the brand. In summary, Jacquemus can accurately find the most popular celebrities to cooperate with brands, which plays a huge role in the spread and promotion of brands on social media platforms.

4. Suggestions

4.1. Future Development

Jacquemus has reached an agreement with the Spanish company Puig (Puig owns famous brands such as Charlotte Tilbury and Penhaligon) and will launch beauty and perfume products in the future [10].

Beauty and fragrances themselves are high profit products suitable for marketing through brand stories and social media. Chanel No. 5, for example, is a very successful case of marketing through storytelling. While Charlotte Tilbury is a good example of social media marketing. With the skilled social media marketing that Jacquemus is good at, the brand story can be continued to be injected into future products, which can further promote the brand, reaching a broader audience and increase its profits. And the increased profits can allow the brand to further develop, including investing more much on product development and marketing.

4.2. Raise Product Quality

Since Jacquemus' products are usually well designed and creative, the overall evaluation of the brand on the Internet is positive. However, it is also true that many consumers have questioned the quality of the products, saying that the materials and quality of clothes and bags are poor. Product quality is a key part of the brand, which can greatly affect the brand's reputation on social media. At the same time, high product quality is conducive to improving customer loyalty [11]. Therefore, if Jacquemus wants to have sustainable development, it should improve the quality of materials and product while its existing funds are relatively sufficient now.

4.3. Employ Advanced Technology

While Jacquemus has already created several successful campaigns with the CGI technology, the employment of AI technologies can also be expanded to other parts of the brands' marketing. For instance, COPERNI's recent handbag involved using NASA's nanomaterial has been widely discussed on the Internet. Although products like this cannot be sold, it is helpful for the brand to reach more audience in different fields. Therefore, as a creative brand, Jacquemus can also consider using more technologies in developing their future products and making social media marketing strategies.

5. Conclusion

Social media platforms are very important for the marketing of fashion brands. If brands want to achieve good social media marketing results, they need to be considered in many aspects. Through the analysis of Jacquemus' marketing strategy, this article draws on several important factors affecting the effectiveness of social media marketing. The first is the brand image. A distinct brand image is conducive to allowing Internet users to remember a specific brand in many fashion brands. The image of the brand can be well reflected through the brand story, home page design, and show site selection. The second is creative design, whether it is a product or advertising. Having good creativity can better attract the attention of consumers. Finally, cooperation with celebrities. Stars, whether they are models, Internet celebrities, or idols, have always had huge traffic on social media and influenced consumer decisions. Accurately finding star cooperation that matches the brand style can quickly help brands gain attention in social media.

References

- [1] Ahmad N, Salman A, Ashiq R. The impact of social media on fashion industry: Empirical investigation from Karachiites. *Journal of Resources Development and Management*, 2015, 7.
- [2] Björk Daniel. *Jacquemus: Bigger Than You Think*. Business of Fashion, 2016.
- [3] Satenstein Liana. Justin Bieber Takes a Page from Jacquemus and Wears a Really Large Hat. *Vogue*, 2018, April 9.
- [4] Laura Guilbault. Being entrepreneur and designer is what I like best': Simon porte jacquemus on what's next. *Voguebusiness*, 2024.
- [5] Lyst. the year in fashion. November 30, 2023. Retrieved on March 30, 2024.
- [6] Lee-Yun Pan, Kuan-Hung Chen, Ekoloji Dergisi. A study on the effect of storytelling marketing on brand image, perceived quality, a purchase intention in ecotourism, *Ekoloji*, 2019, 28: 705 - 712.
- [7] Angella Jiyoun Kim, Eunju Ko. Impacts of Luxury Fashion Brand's Social Media Marketing on Customer Relationship and Purchase Intention. *Journal of Global Fashion Marketing*, 2012, December 12.

- [8] Remziye Terran. Importance of Creative Advertising and Marketing. University Students Perspective, 2014.
- [9] John Gountas, Sandra Gountas, Piyush Sharma. Celebrity influences on consumer decision making: new insights and research directions, 2019.
- [10] Celia Ellenberg. Eau de Jacquemus? The Beloved French Designer Is Reportedly Getting into Beauty. Vogue, 2021, October 25.
- [11] Richard Chinomona, Eugene Tafadzwa Maziriri. The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa. Journal of Retail and Business Management, 2017, October.