

BUILDING AND PROMOTING A FASHION BRAND IN UZBEKISTAN

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Abstract: This essay examines key strategies for building and promoting a clothing brand with an emphasis on style, design, and marketing techniques that will make a company achieve a high level of trade among competitors. Promoting a brand successfully takes time, high-quality materials, and consistency in putting in the effort to create exceptional value and delivering it through influential marketing campaigns. To create corporate, business, and functional-level strategies that ensure dedication in each aspect of business, as brand name, company vision, goals, customer experience, sales, and marketing play a core role in achieving success. Both primary and secondary resource collection methods are employed in the paper.

Key words: design, stylization, advertisement, investment, fashion, brand, development, awareness, news.

Introduction

The industry of fashion is evolving in a fast-paced way where new trends, designs, and brands emerge continuously. But only a few of them become popular and top brands that are internationally recognized by customers. The paper examines success factors and strategies relating to building and promoting such a recognizable clothing brand in Uzbekistan while observing both national and international markets. In a crowded market, strategic positioning of a company through understanding customer needs and comfort, the stylishness of a cloth can offer makes a company stand out.

Brand

The brand turns out to play the main role in promotion. Since the catchiness of a beautiful, attractive brand name can raise the authority of the product. Thus, the brand name should be thought up from about 5-6 letters. Customers can easily remember and differentiate a brand from others; it also makes customers perceive the company as an accessible and communicative one. For instance, “Zara” or “H&M” are short, easily pronounced names that are easily differentiated from their competitors, serving as a marketing tool.

Quality

If we talk about the quality of clothes, then Uzbek clothes differ from international

ones. Therefore, to create clothes, first of all, focusing on the quality of the material, tailoring, and the curves of the clothes should be prioritized to stand out. For example, beginners or those who do not invest in materials usually use low-quality materials and thus destroy the reputation of the brand without even strengthening it in the first place. For example, low-quality clothes may cause discomfort and get old easily. When there is no such case in the history of a brand, it becomes easy to attract and make customers loyal to it. For example, famous brands such as "Valentino, Prada, and Louis Vuitton" have their highest place with high-quality material, tailoring, and style.

Design stylization

Design plays an important role in not only creating an aesthetic garment but also making it comfortable for everyday wear. To establish a brand, an experienced designer is needed to produce clothes that are relevant to market needs and practical to wear. Product design must be developed, planned, and designed with every detail clearly, beautifully, and conveniently so that each user is comfortable. At this estimate, the task of design for clothes, that is, a well-planned design. Nowadays, many people have a problem with design; for example, in the process of planning the design of clothes, mismatches of design with clothes, or a problem with the color scheme, too provocative decoration, or too banal and rough colors on clothes occur too often. A brand that overcame all these obstacles and could offer minimalistic design, like "Uniqlo," would have a big number of potential customers and a competitive advantage.

Development

It is essential for a company to continuously evolve, and in the example of a fashion brand, to remain relevant to the ever-changing fashion industry, trends can be done by experimenting with different designs, expanding the line of products, and attending fashion shows, staying updated about them through the internet. For example, "H&M" is a brand that often releases seasonal collections that are aligned with real-time trends. Following them while keeping an eye on local trends keeps a clothing brand in Uzbekistan competitive and generates high revenue (H&M, 2024).

Advertisement

In this digital age, promoting clothes on social media pages has become a must since all sizes of businesses and audiences of all ages are there. TikTok and Instagram are essential platforms for fashion brands to reach their potential customers. Well-established influencers and content marketing with customer engagement generate a significant amount of leads, and with consistency, customer satisfaction, the company can achieve a high bottom line. But it is more of a dependent topic; for example, the majority of people older than 40 are audiences of Facebook, so if the clothes are specialized for them, companies should be directed to that platform (Kemp, 2024).

Investment

To implement any idea, to create a brand, the owner needs investment, but to make it international, the owner needs both capital and consistent effort. To make it international, the brand needs advertising, a quality product, and quality material for the product. To promote a brand, it is necessary to make quality advertising, not one, but several. And this comes back to investments. All brands attract customers with the help of advertising. As founder of “Coco Chapan,” Abdurakhmonova (2024) suggested brand owners must be open to investing in products of their own, marketing campaigns, and developing a webpage to reach a bigger scale of audience.

Primary research

For the primary research, we used both online and offline surveys. The main objective of our survey is to promote the clothing brand and clothing style to customers. Increasing the quality of clothing design and raising the level of promotion. We distributed our survey among the citizens of Uzbekistan. Middle-aged people, students, and people aged 18 to 25. More than fifty people participated in our survey. We aimed to identify and study the areas where emerging clothing brands are lagging behind using the research questions listed below. They are as follows:

1. Does the name of a clothing brand matter to you? 2. What factors do you pay attention to when buying clothes? 3. Do you follow fashion? 4. Do you shop for clothes online? 5. Do you prefer more traditional clothes or more modern ones? 6. How often do you shop in clothing stores? 7. What does shopping for clothes mean to you? 8. What style of clothing do you wear most often? 9. Do you make purchases during discount periods?

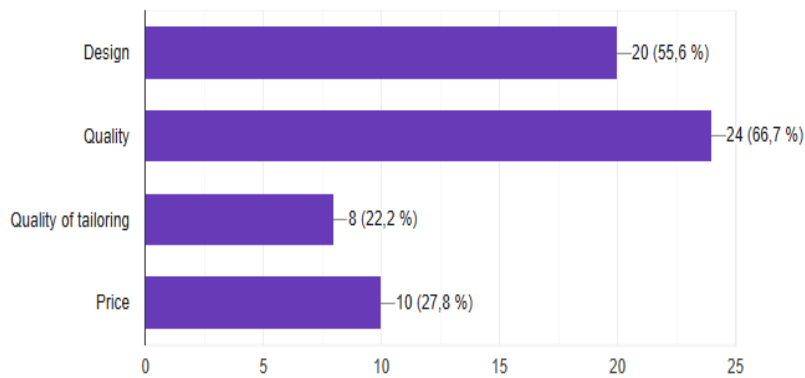
Secondary research

An offline survey was conducted with Nadira Abdurakhmanova, the founder of the “lamaisondutchapan” in Uzbekistan. The following questions were asked:

1) What aspects do you pay attention to? 2) What to do to achieve success in the fashion industry? 3) What advice would you give to new brands and those who want to enter the international market? 4) Do you think all clothing brands set appropriate prices for their products? 5) Do advertisements and investments help a brand achieve greater recognition? Or does it not depend on this

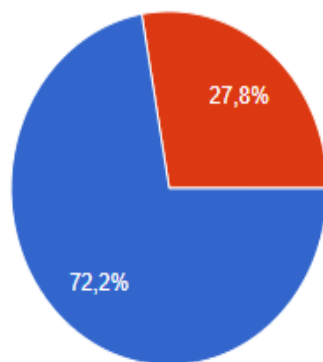
According to Nadira Abdurakhmanova, first of all, she pays attention to the names, design, and quality of clothes. Because this is the very first thing that other people pay attention to. Nadira Abdurakhmanova advises brands to choose quality materials for the pleasure of buyers and to set appropriate prices for products so that she responds to customer requests. She also, as the founder of the Chapan House Museum, also has her own clothing brand "Coco Chapan", so she advises to invest more and strengthen advertising and websites of the clothing brand, because people nowadays spend more time on social networks such as Instagram, Telegram, etc.

Result



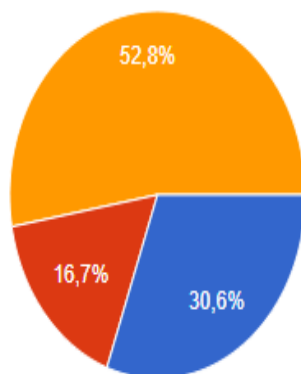
To the question: **"What factors do you pay attention to when buying clothes?"** More than 65% of people chose that they pay attention to the quality of the clothes. Because many brands use low-quality materials, people have doubts about buying clothes of a new brand. Quality plays an important role in every business,

especially in the clothing industry, because all people want to wear quality clothes. For example, there are brands like "Zara," "Louis Vuitton," "Prada," etc. They have already taken an international place with their quality brand among people.



● Yes
● No

To the question: **"Do you follow fashion?"** 70% of people chose "yes." Looking at this diagram, we can say that many have started to follow fashion, so that's why to promote a clothing brand, the creator of the brand needs to not stop developing. Since in our time, design styles change day by day, new fashions and styles appear very quickly.



● classic
● sport
● casual

To the question: **"What style of clothes do you wear most often?"** 50% of people chose casual style. And the remaining percentage chose sports and classics. Many people now choose and wear casual style, as this style has become more comfortable for people and convenient. So therefore, novice designers who open a brand create more comfortable and stylish clothes.

Discussion

The findings indicated some challenges Uzbek clothing brands are facing. One of the major issues is the lack of enthusiasm for investing in quality materials and advertising practices. That is limiting brands from reaching their potential. Since survey results showed customers are eager to retain quality products. If a brand fails to meet their expectation, the brand image will be destroyed even before it is built

(Huang, 2022). And overreliance on designing pretty cloth while ignoring its functionality and comfort also leads to poor customer experience and loss of brand reputation.

The advertisement of products is underrated, although the digital presence of the Uzbek audience is growing rapidly. To increase brand awareness, it is an essential factor.

To achieve long-term success, a new brand should follow the footsteps of the companies that are in the position new ones look for. It is often achieved by continuous improvement and adapting to changes in the needs of the market. It is a key factor for a company to maintain its compatibility and international recognition.

Conclusion

In conclusion, to build a successful brand means making it multifaceted, which includes focusing on design, quality, continuous innovation, and effective marketing strategy. Investing in quality makes Uzbek local brands successful in the region and the globe when they believe in what they do, matter, and put continuous effort into reaching their goal.

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