

Discussing the Brand Planning of Business Casual Wear for Female

Jing Li¹, Dali Ma¹, Le Chang²

¹Institute of Art & Fashion, Tianjin Polytechnic University, Tianjin, China

²Institute of Information Engineering, Shanxi University of Sciences & Technology, Xi'an, 712046, China

Email: Lj7980062@163.com, madlhom@126.com, changle_198455@163.com

Abstract: With the deepening of economic globalization, clothing consumption has entered the era of brand. The increasingly fierce competition for the market of Business Wear competition in the domestic, with the tide of homogeneity and global wave of leisure for the market of Business Wear, therefore, in recent years, the style of Business Casual Wear for female is widely concerned and innovative research of this category become the problem for the enterprise.

Based on the market of Business Casual Wear, Analysis and positioning the concept of a new category and target consumers for Business Casual Wear for female, forming a conceptual image for a new category of Business Casual Wear through the planning of products series of a new category, marketing channel and the strategy of brand promotion, improving brand awareness and achieving the target of category strategy, finally, draw the conclusion for this paper.

Keywords: Business Casual Wear; category; lifestyle; brand planning

1. Positioning for Business Casual Wear for female

1.1. Positioning for the concept

The positioning for the concept of products is that product and category occupies a new position in the mind of consumers, mind, and form a new concept, even causing a mind-set. As a new kind of business wear, the new category of products are fuzzy for consumers, so it is necessary to explicitly pointed out that the concept of new category for consumers.

Just as its name implies, wear casual, a sense of Business Wear. For example: many famous entrepreneurs, we often see them wearing casual wear in television, celebrities such as Zhang Chao yang and Bill Gates, etc, the way of their dresses reveal personality.

With the development of society, business wear becomes recreational and leisure wear becomes professionalism, according to the market segmentation analysis, age 18 to25 and 25 to 35 years of age is the two most active age groups for the feminine consumers. The two age groups are the highest frequency of purchase clothing and the most unpredictable groups of consumption amounts, impulse shopping and compare shopping is the main characteristics of them. So the Business Casual Wear is actually a manner of dress perceptual between leisure and formal, but we must pay attention to Business Casual Wear when positioning, the propose of the concept for Business Casual Wear based on real demand of consumers mind, while seeking and establish the concept of customers experience.

1.2 Analysis and positioning for target consumers

As an innovative category, the more accurate position for target consumers firstly. Under the guidance of new concepts of Business Casual Wear for female and through the market survey, knowing that the consumer groups are white-collar female and successful personage with leisure lifestyle, and the City Glam Femme with the core age of 20-30 years old and 5 years fluctuations permitted. Due to the way of life belongs to healthy consumption groups, clear pursuit of lifestyle in the specific location, according to the analysis of target consumer lifestyle, we can know as shown in table 1-1.

Table 1-1 lifestyle of target consumers

ecological group	Metropolitan career women at the age of 20 to 30 years old
life attitude	External performance for elegant white-collar female image, enthusiasm, and have strong positive self-awareness, energetic and rhythm of modern city life, don't get bogged down in the intrinsic ideas.
artistic culture	Prefer to have their own life interest, like gaining experience from the film, TV, music, newspapers and magazines

working environment	Office of fresh air, low noise, low radiation, more and more green plants
entertainment	Like activity of persistent characteristics such as swimming, fitness, bubble, shopping, etc
eating habits	Due to the busy working time, they often don't pay attention to nutrition of foods
consumer awareness	Impulse buying behavior, pay attention to the clothing styles and popular element
information channel	Fashion magazines, TV, communication between friends

From the above-mentioned, positioning of Business Casual Wear for female is at the core age of 25 years old. Leading the way of life with fast rhythm, reveal personality and the education of well-educated, liking accept the new thing with constantly changing.

2. A series of products planning for Business Casual Wear for female

2.1. A series of planning for products

According to the characteristics of the products on the market at present, the products with different forms of series are shown to the target consumers, so customers can choose Business Casual Wear according to their preferences, planning specific for two series of products, the two big series fully explained recreational way of working and connotation.

1) *Working occasions -- Business Casual Wear series with healthy and comfortable:* Busy working environment needs release in the comfort of their clothing. The selection of style, color, material for Business Casual Wear should reflect in the work environment. Comparatively, Business Casual Wear is mainly aimed at the office workers, white-collar female occupation, from the view of design is more close to female fashion, while close to some characteristics of business wear.

a) *Design and details:* The style of Business Casual Wear is particularly important by the profession characteristics, the first consideration for the style of art design is the elements of industrial design and need some ornament of perceptual interest. Profile of concise not equal to the monotony of design, the design of Business Casual Wear should be reflected through the formative rules, formed by different pieces of split face with overall consideration of the combination of colors. Local modeling structure, such as collar, sleeves, pocket should be coordinated with the overall profile and rules, the adornment effect of career women's wear is mainly through these local properties to reflect and enrich its

interest.

b) *Color Style:* On the one hand is the physiological function of color, mainly refers to the effect of the nervous system and pathology. Considering different choices of consumption to determine the theme of tonal changes in temperature, and consider heat reflection of color according to career women of the working outdoors, etc. On the other hand is the psychological effect of color, is mainly refers to association characteristics of color and emotional experience.

c) *Fabric style:* The series of clothing should be considered the protective, comfort and movement. Fabric must be able to afford the long time of radiation erosion in design, because most white-collar women engaged in some mental work and contact with the computer for a long time; while comfortable fabric can alleviate the pressure of work environment in a certain extent, such as pure wool fabrics of worsted, surface smooth, texture clarity, natural and downy burnish, soft and elastic, the fabric used in white collar clothing can reduce the pressure in the legs and arms, even with a slight crease can also disappear in a very short time.

2) *Recreational occasions -- Business Casual Wear series with convenient and concise:* In order to consider the conditions of living and working, the localization for this series of clothing styles should notice the convenient, leisure, terseness and to reflect capable of white-collar female image.

a) *Fabric style:* The series of clothing should be consideration of fabrics with wet absorption properties, such as bamboo fiber. It has unique function of natural antimicrobial, good resistance to taste, good air permeability, soft, easy cleaning, etc. The special function of fabrics is fitted with the fabric style exactly.

b) *Design and details:* Using the technique of collage to increase recreational feeling, proper symmetrical design full of light, quietly elegant of printing design and jacquard weave with anaglyph effect, make recreational feeling undoubtedly show.

c) *Design style:* The position of Business Casual Wear for female is more compatibility in the target market. Such as the brand of Esprit which is capable and neutral, also has the brand of Edgar, is very modern and lively.

2.2 The combination of products

With the continuous development of society, the change of modern people's way of life is gradually occurs, as the premise of consumer lifestyle when do innovation serialization for Business Casual Wear for female. Caring on the planning for product series, design dress category in view of people's way of life under the work and entertainment occasion.

3. The marketing strategy of Business Casual Wear for female

In the process of modern marketing, there are many patterns of marketing channel for garment; the diversity of the channel brings about the diversity of marketing. Therefore, clothing production operators can choose suitable marketing channel according to their different characteristics of products.

Marketing strategies include four aspects: product, price, promotion and channel, the price is the only one of the factors affects sales income directly.

1) *Pricing target*: New category can not separate from the enterprise target market and market positioning strategy when formulate prices, the goal of enterprise is to maximize profit pricing, improve market share, stable prices and maintenance of enterprise image.

2) *Product costs*: The lowest price depends on cost of products; with the highest price depend on consumers demand. Therefore, from the long-term sense, any product sales price must be higher than the cost. So the category of Business Casual Wear must to estimate the cost.

3) *Consumer demand*: The highest price of products depends on the consumption demand. There is no succedaneums and competitors in the market for the new category, consumers do not care about the price, so there will be high premium space in price.

4) *The product and price of competitors*: In commodity coessential change, consumptive individuation is apparent with each passing day today, enterprise must cut with competitors. Otherwise, they will buy competitors products. Therefore, the price of Business Casual Wear for female depends on the same price level of competitors.

4.conclusion

The new category is groping the environment of market competition and the marketing plan suitable for consumer tastes and habits, in order to establish a solid brand image, occupy a bigger market share.

From the research of all brand strategy, we get the following conclusion:

- The segmentation of female market should further strengthen and orientation, customers can buy garment and recognize the new category conveniently.
- The new category needs to improve the new marketing mode in order to enter the market. Store will have good market opportunities with more brand marketing model. Improving the environment and atmosphere in order to satisfy consumers and guiding a leisure and capable of lifestyle.

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