

## Research on promoting the fashion development of Tianjin

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**Abstract:** Through investigation and analysis, this paper draws the two factors of the slow development of fashion industry in Tianjin, compares the development level of fashion in other cities, draws successful experience and comprehensively considers the influence of diversification, then puts forward reasonable Suggestions for the development of fashion in Tianjin.

### 1. Introduction

Fashion is a new industry of urban development as well as the soft power of urban cultural development<sup>[1]</sup>. The fashion industry in the rising stage has great potential influence on the future development of the city. Fast fashion industry entered China in 2006, which changed the marketing mode of China. In the past ten years of development, it has caused tremendous impact on domestic fashion brands and traditional direct stores. At the same time, with the gradual enrichment of people's material life, the attention to fashion is also increasing. The public's yearning for a better life promotes the prosperity and development of clothing, hairdressing, luxury goods and other industries.

### 2. Current Situation of Fashion industry in Tianjin

#### 2.1 Economic development affects the fashion industry

According to the results of Chinese urban fashion index, Beijing, Shanghai, Guangzhou and Shen zhen have the highest fashion level, while Tianjin falls into the second level, which ranks same with Wuhan, Chongqing and Hangzhou. At the same time, we can see that the first level of cities are first-tier cities, and the second level of cities belong to the new first-tier cities. Therefore, the fashion index is basically proportional to the economic development of each city.

As a municipality, Tianjin has an unsatisfactory economic level in recent years. The GDP growth rate is relatively flat compared to other municipalities, and the quantitative value of industrial efficiency (output and capacity) tends to be saturated. The main reason is the lack of pillar industry, thus there is not enough capital for other industries including fashion industry. It is difficult for Tianjin citizens to be enthusiastic about consumption, and the per-capita consumption level becomes negative, thus creating a vicious circle. Therefore, improving the consumption level of fashion industry in Tianjin can solve the urgent problem.

#### 2.2 The fashion industry started late

Nowadays, the common form of fashion in Tianjin is the sales stores which mainly focus on fashion and luxury stores. From May 28 to June 1, 2019, the first Fashion Week in Tianjin was held in 1921 Art Space, Cotton 3 Creative District, Tianjin. However, the first Fashion Week in China was 22 years earlier than Tianjin, held in Beijing as early as 1997, and the first Paris Fashion Week was about 100 years earlier than Tianjin in 1910. Compared to the fashion level of first-tier cities in China, Tianjin has little advantages, let alone to the world's fashion level. This situation leads to the slow development of fashion industry. Although the material and cultural life enrich our lives at the present stage, the fashion atmosphere created in Tianjin is still not strong enough. The citizens'

awareness of fashion development is not avant-garde. Middle-aged and elderly groups and even some young people are still shackled by traditional industries. So far, in such an overall environment, Tianjin fashion industry is not enough to drive the citizens to follow the pace of fashion trends. Therefore, the raise of awareness of the citizens' fashion needs to work together with Tianjin fashion environment.

### **2.3 Local brands are lagging behind**

According to the survey of fashion sales in Tianjin, although fast fashion brand sales account for a large proportion in the market, the sales of local fast fashion brands are poorer than international ones. The popularity of local brands is obviously lower than that of international brands from the aspects of sales volume, clothing style and clothing display. Local brands are far behind international brands in terms of style updates and publicity strategies. Its sales lag has become an obstacle to the development of Tianjin fashion brands.

### **2.4 Fierce competition in centralized sales**

Most of the department stores in Tianjin are concentrated in the Yingkou Road area, and the passenger flow is decentralized from the center to both sides. The brands sold in each department store are similar in brand and form, which has caused serious impact on the department stores on the edge. Taking Parkson Department Store as an example, it was located at the end of the pedestrian street, but closed at the end of March 2015. Its main competitor is the Quanyechang at the intersection with large passenger flow of Binjiang Road and Heping Road, which seriously causes Parkson Department Store to have no practical way to compete with it. In 2014, the two department stores were faced with a huge challenge together – the construction of Henglong Plaza. The cluster of department stores is a common obstruct for all brands. For young people, they are more inclined to go to the emerging department stores with a wide variety of brands.

## **3. Path Analysis of Accelerating the Development of Fashion Industry in Tianjin**

### **3.1 Enhancing contact between the brand and customers**

In the fashion industry, whether it is clothing, luxury goods, hairdressing, furniture, the same brand can be sold and promoted in different ways in different regions. It highlights the superiority of market and merchants can take this opportunity to establish long-term mutually beneficial relationship with customers. Through the unique advertising and sales methods of the brand in the region, the brand concept is directly enjoy popular support by consumers, so that the brands form a direct or indirect connection with the consumers. For example, the current flash shop which closely following the fashion trend, is only opened in a specific location. This creative marketing model combined with the retail store is recognized and welcomed as a new format. While stimulating consumers' desire to purchase, it can also promote the city's development of fashion industry, which has laid the foundation for the future fashion process in the region. Establishing close contact with customers online through Public Platform, Microblog, WeChat and other clients will be a good way to improve brand visibility and notability. Giving small gifts at designated stores through free online registration and regularly distributing coupons for new and old customers have become the ways to promote customers to enter Tianjin physical stores, which not only promotes brand sales and build bonds between consumers and brands, but also maintains Tianjin's economic development.

### **3.2 Vision globalizing**

In the 2018 Global Fashion Business Report written by BoF and McKinsey, it is clearly stated that the BoF organization listed 10 predictions on the global economy, changes in consumer habits, and fashion system in 2018. These forces will shape and promote the trend of global fashion industry. The second of the top ten forecasts indicates that the globalization process will be restarted. Tianjin is in the initial development of fashion industry, and the news of the global restart undoubtedly has a positive impact on the Tianjin fashion industry. Relevant professionals should

seize this opportunity to strive to integrate into the global trend and always pay attention to global fashion trends. Expertise can learn from the unique ideas of Milan, London and New York and analyze the reasons why their fashion industry can lead the world. Then take the essence, and abandon its dross. At the same time, relevant persons can hold various fashion exhibitions in Tianjin, and invite the leaders of the fashion industry to come and guide. After accumulating rich experience, they will start to practice. Starting from analyzing the dynamic trends of fashion development in recent years, relevant department should predict the future development trend. Combined with the advantages of Tianjin, a relatively mature fashion industry system should be formed, which can promote Tianjin to integrate into the international fashion development trend.

### **3.3 Building a fashion industry cluster**

Due to the late start of Tianjin fashion development, there is a certain gap between Tianjin and other cities such as Beijing, Shanghai and Guangzhou. In order to make up for the previous vacancies so that Tianjin's fashion industry can be on the right track, its industry and business can be combined to create a fashionable industrial cluster around Tianjin. With stylish building inside and periodically replaced theme, a fixed flow of passengers will be introduced. It's also a good idea that combine the fashion industry with new media, which vigorously promote the relevant activities of the industry and attract Tianjin citizens even tourists from all over the world to come to visit and purchase products. It can not only gradually improve the overall urban fashion appearance of Tianjin, but also inject fresh vitality into the industry.

Industrial clustering can not only introduce more fashion brands and large-scale exhibitions, but also create unique fashion projects of organizations and companies. They can even build their own fashion brand and co-brand with other companies to produce limited products. On the one hand, pay more attention to creating new ways of shopping, allowing customers to have different consumption experiences every time they visit, and customizing the branded clothing for customers, which is the missing part of the existing domestic brands. On the other hand, a variety of publicity and sales methods will increase popularity and form a complete industrial chain. This not only promotes Tianjin's rapid economic development, but also greatly enhances Tianjin's image and status in the fashion industry.

### **3.4 Introducing fashion talents**

According to the 2019 demographics, Tianjin's population base ranks fourth in the country and ranks sixth in the world's urban population. In such a densely populated city, it is not difficult to find fashion talents. The government has formulated relevant policies to attract fashion leaders to Tianjin, and pass on advanced concepts and ideas to a new generation. They can train a group of fashion elites to make clear plans for the development of Tianjin fashion industry, cater to the trend of fashion development and improve the citizens' fashion quality.

## **4. Conclusion**

Through this analysis, the fashion industry in Tianjin started late and the economic growth is relatively slow. Considering the above four suggestions, we should seek the way to suit our own fashion industry development by exploring and innovating in thoughts. Some suggestions made by the article still have limitations and need to be improved in the future.

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