



JACK YAN & ASSOCIATES

Fashion, branding and the media

The Future of Fashion II
August 7, 2009

Where we're heading today

Quick introduction to branding

Consumer democratization

Delivering authenticity

A side note about nation brands

Social networking

Brand rationalization

Critical factors of 2009

What is branding?

Branding is the methods in which the organization communicates, symbolizes and differentiates itself to audiences.

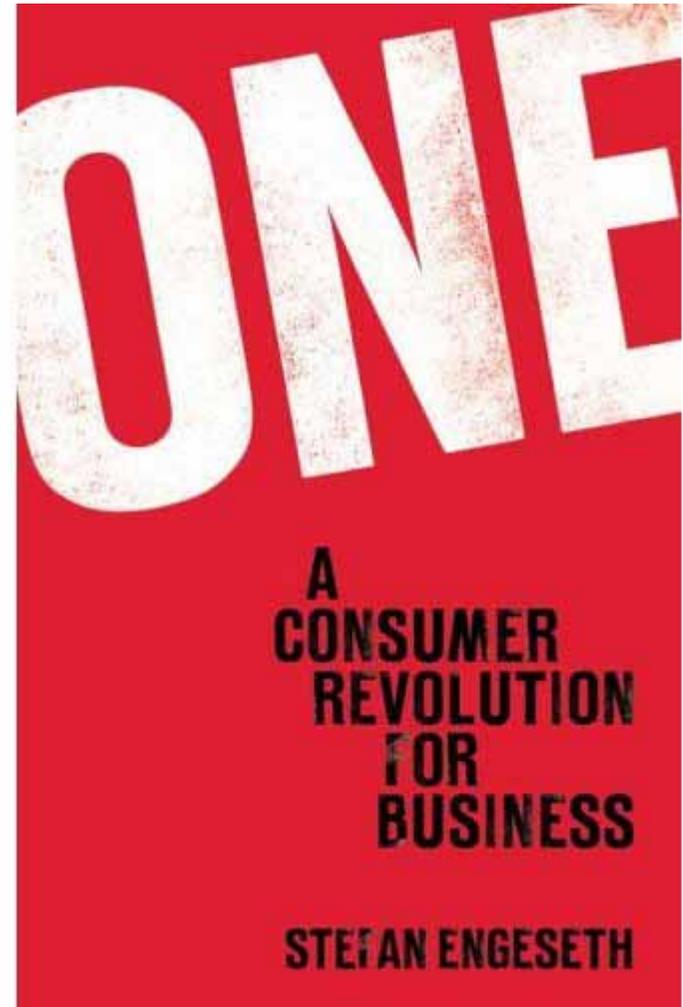
Power shifts to the consumer

Top-down communication no longer works: consumers expect *engagement*.

The literature

Gronröos talks about one-to-one;
Engeseth talks about being one.

If you engage your customers, you begin to know how you can exceed their expectations.



Engagement means:

- you get a better feeling of where you are at;
- you understand what your consumers want from you;
- you know how to exceed their expectations.

Remove as many steps as possible between the customer and the decision-maker at the company.

Why?

This helps authenticity.
It helps “oneness”.

New Zealand needs more confidence.

Could we create a national brand for our sector?

Fashion Week is important not just for buying and selling, but for raising our national profile.

What we know at SMEs

It is easier for a smaller firm to live the brand.

It is easier for a smaller firm to realize that customers are not a number.

Twitter

- Brings you closer to your customer.
- A tool for differentiation.
- Provides transparency for your audiences—so they can get a feel if their values match yours.





Jack Yan's Twitter page

- <http://jackyan.com>
- <http://jya.net>
- <http://lucire.com>
- <http://lucire.net>
- <http://lucire.tv>
- <http://medinge.org>
- <http://autocade.net>
- <http://fontpolice.org>



jackyan

RT [@styletime](#), [@MadysonDesigns](#):
50 beautiful minimalist design
websites, <http://is.gd/1HA7y>.

less than 20 seconds ago from web

citarar [@EngesethsBlog](#) i sitt tal i morgon.

14 minutes ago from web

[@kateblogs](#) I suspect a few people are getting this. One lass told me that she would not go out with a guy with negative followers.

15 minutes ago from web in reply to kateblogs

[@vene2ia](#) The dude kind of looks like Papa Smurf, too.

16 minutes ago from web in reply to vene2ia

skickar Tweets i svenska.

17 minutes ago from web

Name Jack Yan 甄爵恩

Location Wellington, New Zealand 新西兰威灵顿

Web <http://jackyan.com>

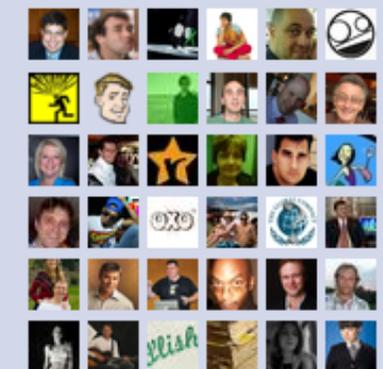
Bio LL B, BCA (Hons.), MCA, CEO, Jack Yan & Associates; publisher, Lucire; director, the Medinge Group; author of branding books; typeface designer; speaker.

1,535 following 1,857 followers

Updates 7,948

Favorites

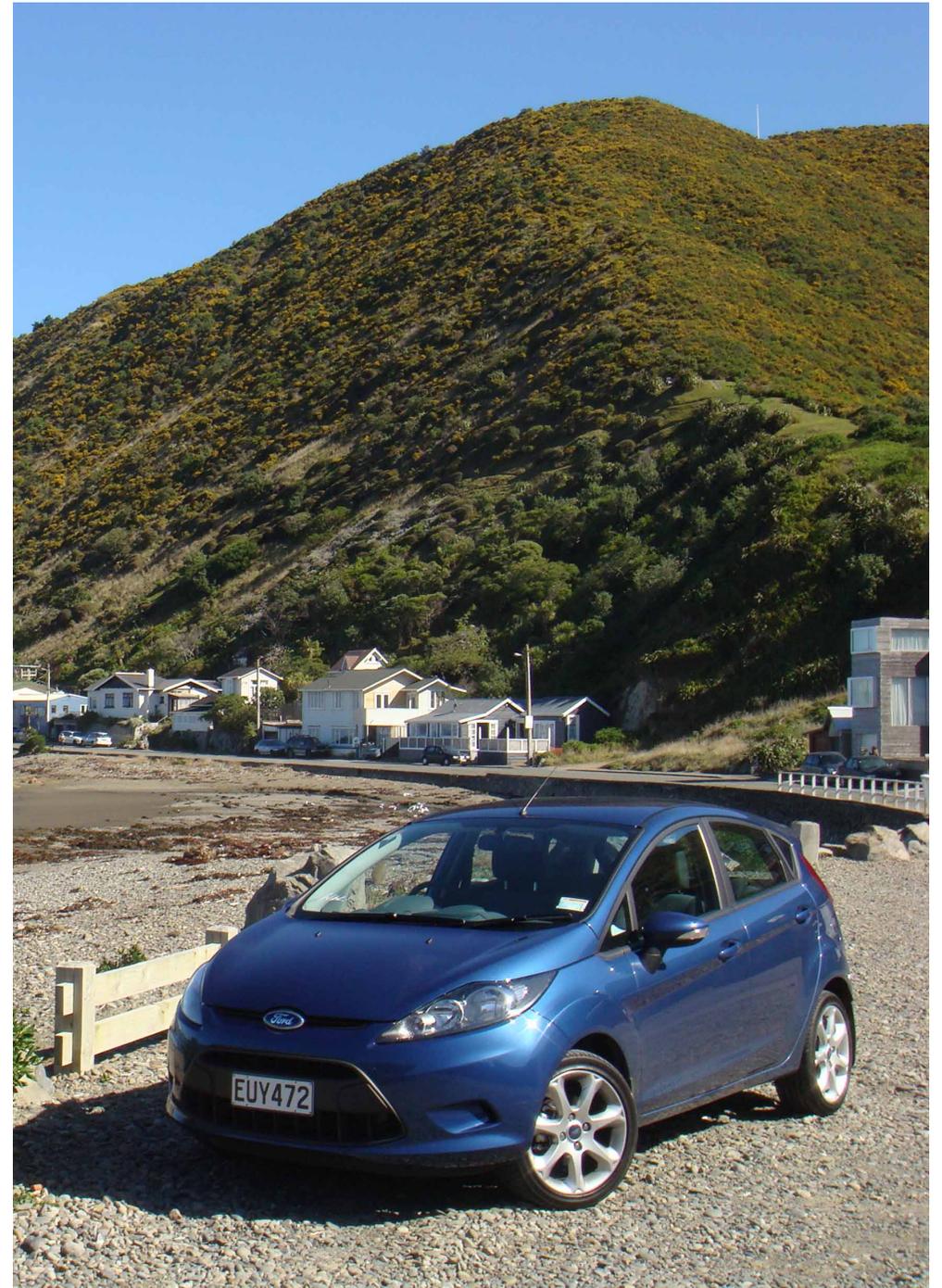
Following



[View All...](#)



Which would be
the more
responsive firm?



Twitter is not a one-way broadcasting channel. New-media users expect to have engagement, not spam.

Without engagement, are you really differentiating?

It is not a hard-sell tool: it is a softly, softly medium.



Twitter ratios of the rich, famous or arrogant (June 2009)

<i>Person</i>	<i>Following</i>	<i>Followers</i>	<i>Ratio</i>
Barack Obama	774,412	1,521,246	50.91%
Britney Spears	394,119	2,001,339	19.69%
Stephen Fry	54,871	582,862	9.41%
John Campbell	309	3,933	7.86%
Ashton Kutcher	174	2,362,185	0.01%
Oprah Winfrey	14	1,642,692	0.00%
Al Gore	8	1,063,340	0.00%



Edit Page

Promote Page with an Ad

Add Fan Box to your site

More

The global fashion magazine. First UNEP fashion industry partner from 2003. Always ahead of the curve—much like our readers. (Also see lucire.com/facebook for our Facebook group.)

Information

Founded: October 20, 1997

Insights

See All

4.8 Post Quality

2 Interactions This Week

Lucire wonders about Facebooking in different languages. a moment ago clear

Wall Info Photos Boxes +

Text input field for posting a message.

Attach icons for photo, video, link, and location.

Share button

Lucire

Just Fans

Settings



Lucire wonders about Facebooking in different languages.

2 seconds ago · Comment · Like



Lucire

Cobblers

After an exhaustive search of whom could fix my Dayton boots in the shortest time possible in Wellington, New Zealand, I can only recommend one place: Dixon Street Shoe Repairs, a family business that has been around for decades in the capital, run by Esvar Parbhu...

Yesterday at 12:31pm · Comment · Like · Share



Lucire

Miami Swim 2010, day 4

The final day of the Miami Swim 2010 shows featured Vitamin A, Luli Fama and V del Sol (whose after-party, the last event of the week, went into the small hours)...

Yesterday at 12:31pm · Comment · Like · Share



Lucire

NY couple wins Y&R dream wedding competition

Charlene Lee and Willie Williams from Bronx, NY won The Young and the Restless's dream wedding competition, and had theirs held at the MGM Grand in Las Vegas. Christian Leblanc and Tracey Bregman from the show witnessed the ceremony. Length: 3:07



Yesterday at 11:20am · Comment · Like · Share



Lucire

Miami Swim 2010 highlights

Create an Ad

Söker du en utmaning?

CANEA

Consulting Group

Det går bra för CANEA. Därför söker vi säljande managementkonsulter till Göteborg och Stockholm.

Like Comment Share

Populatee



T-shirt design contest! Submit your design now!

Like Comment Share

Newcastle University UK



Apply now for our Masters degree in the latest interactive technologies, new media theory, and exploratory media art practice.

Like Comment Share

More Ads

Web surfing

How many sites do you visit?

We have a *broader* knowledge of brands, but we might not desire a *deeper* knowledge of them.

In a decade of rationalization

Make your brand relevant.

Create a compelling story.

Let your audience see there are real people behind the brand.

Let's step up to the plate and engage our customers—showing them why we're different.

Be true to your brand and yourself.

It does mean more work—but only as much as you are prepared to put in, otherwise the engagement comes across as insincere.

Starfish and Untouched World

Starfish is already heading the right way with its story. Untouched World has a UN endorsement.

The screenshot shows the Starfish website interface. At the top, the brand name 'Starfish' is displayed in a serif font, with a navigation menu containing 'COLLECTIONS', 'ABOUT', 'STORES', 'STOCKISTS', 'LATEST', and 'CONTACT'. The main content area features a large hero image for the 'SUMMER 09/10 FLIGHT OF FANCY' collection, with a 'VIEW COLLECTION' button. Below this, there are three smaller collection thumbnails: 'WINTER 2009 HEIRLOOM', 'SUMMER 08/09 THE GARDEN OF PERFECT HAPPINESS', and 'WINTER 2008 RENDEZVOUS'. Each thumbnail includes a brief description of the collection's inspiration and design. The bottom of the page features the 'untouched world™ NEW ZEALAND' logo, a search bar, and a shopping bag icon showing '0 items in your shopping bag'. A navigation bar includes links for 'summer clothes', 'winter clothes', 'sale', 'shop by catalogue', 'our story', 'charitable trust', and 'café'. A large banner image shows a woman in a red winter jacket and goggles, with handwritten text overlay: 'shop women's winter clothes', 'shop men's winter clothes', and 'shop sale items'. Below the banner, a text line reads 'the first fashion company in the world to be recognised by the United Nations for sustainability...'. The footer contains copyright information and links for 'Terms', 'Contact Us', 'Customer Support', 'Stores', 'Join Mailing List', 'Sitemap', and 'Powered by EstarOnline'.

Critical factors of 2009–10

1. Define your brand and understand what differentiates it.
2. Power has been shifting to the individual.
3. Find ways to incorporate consumers into your process.
4. Can there be a brand to unite the fashion industry?

5. Can we beat the big names on authenticity? Kiwis are already unpretentious—here's where we can turn this into an asset.
6. Social media can help level the playing field.
7. If people rationalize the brands they deal with, those that capture their imaginations will survive the long haul.

Contact me at
jackyan.com or
lucire.com—there are
feedback forms on the
sites.

Or connect with me via
Facebook or Twitter.

