

Research on Cross-border Cooperative Management and Artistic and Experiential Marketing Method of Garment Brand under “Life+” Mode

Zhan Hong

Changjiang Normal University, Chongqing, 400800, China

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Abstract: “life+”mode is a new life mode for people based on the high economic development. It indicates people's pursuit of a higher level of life. Sales are no longer just selling goods themselves, but more conceptual, artistic, interesting and spiritual comprehensive sales and consumption. Traditional brand clothing entity marketing must also keep up with the development of the times and update the concept of operation and sales. The simplistic sales of clothing have become increasingly incapable of surviving in this diversified era. They must be transformed and combined with other related goods and services to become a comprehensive, experiential and additional new marketing model.

1. Introduction

After 2000, the rise of e-commerce platforms such as Taobao, Tmall and JD.com has rapidly occupied and squeezed the operation and sales of physical stores. All kinds of physical stores are struggling in succession and are left out in the cold. The traditional marketing method was suddenly hit by the network and faced with the dilemma of being eliminated. With the rapid development of online marketing and express delivery industry, modern society has rapidly developed to a new height of high speed, high efficiency, convenience and convenience. Shopping no longer requires going to the mall or even going out. You have almost everything you need, move your mouse, and deliver it to your door. Convenient, efficient and fast lifestyle has become the mainstream of modern life, but at the same time, the concept of “slow down” has continuously entered people's needs and minds. The development of science and technology, the convenience of life also gives people plenty of leisure time. And life should be rich, multi-faceted, fast and slow, efficient and should be leisurely.

Personally, I think it is people's diversified living needs that have saved the entity management, but the traditional commercial management and sales mode must be transformed to adapt to people's diversified pursuit of “slow down” and “life+”besides fast and efficient. Therefore, a comprehensive “life+”store and format that combines catering, clothing, household, leisure and entertainment, art and other aspects has also begun to emerge slowly to counter the attacks of online stores.

2. “Life+” model

In the “Life+” model, the main business of the merchant is not obvious, and it is often a comprehensive experience and sales of various commodities. When purchasing a commodity or service, it will get the added value of other goods and services. For example, some original fashion designer brands, in addition to operating online sales platform, offline upgraded clothing and afternoon tea, cafes, art salons and many other lifestyle experience stores, to meet and enrich the consumer experience [1]. Is the consumption of the customer a costume or a good life experience? This new marketing model makes people feel that there is no market existence and it actually exists. The traditional, single-goods, for the purchase, the boring and clear-cut shops that people want to leave for a few minutes will gradually become the mainstream of the market. Comprehensive, experiential, enjoyable, participatory, unclear goals, and new formats with value-added purchases will become the mainstream of the market [2]. Because it is a combination of various formats, the

concept of “cross-border cooperation” has emerged, and it has become a new mode of diversified leisure, entertainment and sales management, in which you have yourself and I have him, and you all combine together. For example, the combination of bookstore and cafe is a typical example-Sisyphus Bookstore. You can buy books or not, but choose a few books you like in the bookstore, go to the cafe in the bookstore, order a cup of coffee, bury yourself in the story line of the book, and spend the rest of the afternoon. The shop decoration style is English classical style, and the feeling of European and American classical garden life. Is it a bookstore, a cafe or a book reading room? Is it a cafe with a bookstore? Is there a bookstore with a cafe? You can define it any way you like. Whether you buy books or just watch or not, you have made a consumption, and this comfortable environment will make you stay in the store all the time and become another space to enjoy your life besides your living room and friends' meeting place. Another example is Kasha tania, an original brand of clothing designer based in Miaoshe, Chongqing, which is also a combination of art, design, life and commerce. “Afternoon tea while trying on clothes is accompanied by chatting and listening to music”. Designers believe that women need not only clothes with a sense of design, but also an environment suitable for selecting and experiencing clothes. This kind of environment is definitely not as hurried and boring as the stores in traditional shopping malls. In this store or in this home environment, clothes are not displayed on the shelves like goods, but in the closet like their own home. On the sofa or on the back of the chair, on the designer's body platform, or even an unfinished designer and garment maker is in the process of making, and waiting for the customer to comment on the modified semi-finished products, easy, casual, Casual, lazy and artistic. Designers and shop assistants believe that customers trying clothes should be a process of enjoying life, not just for purchase. Customers should sit down and enjoy it slowly, instead of buying clothes and leaving. In order to achieve “slow down and feel the clothing”, in 2017, Kasha Tanya Experience Hall & Studio was established in Chongqing Yueshan Stone, and the interior layout is like a home environment and art salon, a combination of designer studios, living atmosphere and art. Strong atmosphere. It feels like being in a friend or in your own home and completely relaxing. A Wang Xing, called “Crystal”, waited eagerly at the door of the store every day. When someone came to the door, he greeted him with a distant smile, like an old friend who had never reunited. In the lazy afternoon, after teasing, drinking tea, chatting and listening to music, you can also sneak a little soft stuff, which is very pleasant. Customers usually stay for half a day and then return with the designer's “exclusive customization”. Buying clothes becomes a passing matter in the process of enjoying life. In this store, or in the designer's studio, or in a friend's living room, you can slow down and visit and try on clothes at will. You can also communicate with designers and shop assistants like friends. Buying clothes becomes a secondary purpose. Communication, rest and enjoyment of life are the main contents. Here, there is no age limit for clothing or the age of the designer is the age of the customer, that is, the age of the clothing designed by the designer is suitable for the crowd. It is very natural for peers to talk and communicate like friends. Designers' designs change dynamically with the age of themselves and customers. The style is not limited and there is no specific style constraint. The design style changes with the preferences, mood and ideas of designers and customers. Customers can even directly convey their requirements to designers for customization. Completely broke the traditional concept that you can only buy what I have here. Design, production, sales and experience are integrated into a whole and become a dynamic operating entity that is constantly changing [3].

Another Comprehensive Marketing Example-Broken Butterfly. Business philosophy-crossing borders is a trend, a fashion and a philosophy of life. Here, it is a space, a borderless region, what we need, what we adapt and what we play. M1616 cowboy original living museum+independent photographers club+broken butterfly music coffee ..., cross-border cooperation in completely different fields. The photographer is here to show and explain his works and to popularize what is called “half-shot”. It doesn't matter if you don't understand it, just like it. Original brand works by clothing designers are placed here for people to visit and buy. Perhaps there are some recent works by famous artists hanging on the wall. If you like them, enjoy them and buy them. At the same time, there is a song recently written by a young musician. This is a coffee shop. Come and spend,

experience, entertain and play, and experience the slow life of casual art. If you are lucky, you may encounter a fashion designer release show that is being held here. You don't need to buy a ticket to enter, you don't need a special invitation, you can walk straight in. Then drink coffee, listen to music, enjoy art and life, be in a good mood, and buy something you like to take home with you. Everything is purposeless or unclear, and the only purpose is to feel and enjoy life.

3. Gentle Monster

South Korean glasses brand Gentle Monster, whose store in Shanghai looks like an art exhibition hall with a collection of classical, modern and post-modern art works, like an exhibition hall, a painter's studio or studio. You don't think it's an optician at all. Where are the glasses? In the corner, it is not easy to be found and does not seem to be the main body of sales. I think that the customers who enter the store should not hold the purpose of buying glasses, but be attracted by those strange artistic works. The layout of the shop fully stimulated people's curiosity. In a huge space, a large number of works of art that are not related to or related to glasses are displayed there, telling you stories about art and life. Are you going to the art gallery to appreciate art? Or go to the optical shop to buy glasses? The purpose can be unclear. But you will definitely stay in it for a long time and you will feel something. Then, in the mood of being infected by the artistic atmosphere, buy a sunglasses to dress up cool or buy a modern painting to go back and make a cool look for your house.

Chengdu Taikoo Li JOYCE GALLERY combines creativity, clothing studio and store sales. Entering the store feels like entering a clothing design studio. The wall is pasted with the clothing effect diagram drawn by the designer and the design creative inspiration sketch. There is a cutting Table or design Table in the shop, and there are all kinds of Tables and sewing machines. The sample cloth and the garment made of the grey cloth are placed together, and even the unfinished sample is worn on the mannequin model. It is very likely that the designer himself is also in the store, conceiving the next season's single item or a customer's private custom style. Let customers be in a shop like a design studio to satisfy consumers' curiosity about costume making and provide them with the pleasure of experiencing the craftsmanship process.

Or in the future, clothing and modeling will also be combined and unified. Customers come to the store to buy clothes for a certain occasion or activity. For example, a formal dress or a custom-made dress, while a stylist and a makeup artist will help the customer to make up after wearing the dress corresponding to the dress and the occasion the customer is about to attend. This perfect combination of clothing, makeup and styling will greatly attract the interest of high-end consumers [4].

Like this, music, painting, design, entertainment, communication, experience, a combination of static and dynamic, visual, auditory, tactile, taste and other aspects of the comprehensive ambiguous purpose of a variety of consumer value-added marketing entities It should appear more and more. Movies can be combined with clothing, painting can be combined with clothing, cafes can be combined with show and clothing brands, home and clothing. Even the combination of various strange elements provides people with all-round needs and experiences. People are spending, feeling and enjoying it at the same time. Material and spiritual satisfaction are double. Such entities, which are not affected by online sales and run stores in line with online stores, should gradually become the new development and new culture of people's lives. For businesses, cross-border cooperation is an important direction in future business opportunities and a new concept of modern lifestyle.

Some people say that they like to go to Paris because the cafes and restaurants in Paris have different styles, but they are all very artistic, and dining is a lazy enjoyment. Then in the future, you are willing to visit clothing stores for a pleasure. Because each brand, each store will give you completely unique, different experiences and feelings. Dressing artistically and living artistically will be people's pursuit in the future.

4. Conclusion

Marketing in modern society should be an experiential marketing. Consumers buy clothing or glasses or paintings or any kind of goods. But buying more is a lifestyle, emotional experience, story, history and culture that these items create and create for people. It is the consumer experience life, the kind of incidental purchase in the art process, not the purchase. Among them, the practical value of the purchased items is diluted, and the artistic and emotional value is improved. This is the added value of commodities under the new marketing mode. In other words, consumers not only bought the goods themselves, but also bought the emotional and life experiences that these goods bring to you, the stories behind the goods, and the life style and role experiences that the goods build for you [5]. Compared with the commodity itself, it is estimated that people are more willing to pay for the added value of this commodity. Cross-border cooperation in business operations and comprehensive marketing have greatly satisfied and enriched the various purchasing needs of consumers in terms of substance and spirit. It embodies the diversified life concept of “life+” and “slow down” in the post-modern society and the subsequent transformation of marketing thinking and mode.

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