

# AREE MODE MARKETING

**Werbekampagnen**  
Fotografie  
Videografie  
Social-Media  
Websites

**Der Modehandel** verändert sich. Laufkundschaft nimmt ab, der Online-Druck steigt – und gleichzeitig wächst der Wunsch nach persönlicher Beratung und echter Qualität.

**Doch:** wie gewinnt man heute die richtigen Neukunden – jene, die nicht nur stöbern, sondern kaufen?

“Genau hier setzt AREE an.”

BRAND AUTHENTICITY AND BRAND EQUITY IN FASHION RETAIL 17

Since the thesis will examine the perceived brand authenticity and brand equity in fashion retail companies, it is important to explore prior research on the importance of authenticity in the context of fashion branding. A recent study, which surveyed 314 consumers in Hong Kong and 326 consumers in South Korea, delved into these particular aspects of fashion branding (exclusivity, authenticity, functionality, localism, and equity) that can potentially increase purchase intentions, as well as the willingness to pay price premiums, for slow fashion products (Jung & Jin, 2021). Based on factor analysis and regression analysis, results confirmed that certain attributes of fashion branding “could increase the likelihood of garnering consumers’ support” (p. 141). In this case, authenticity, as well as functionality, was positively associated with purchase intentions, while exclusivity and equity were significant factors in increasing price premium intentions. Even in slow fashion brands, authenticity continues to be one of the prevailing purchasing criteria, further emphasizing its importance.

Similarly, another study examined two global sports apparel brands, Nike and Adidas, and created brand stimuli (cartoons with scenarios) based on a qualitative analysis of brand cases. Based on responses from 207 Korean Nike and Adidas consumers, the findings indicated that there are seven primary factors of brand authenticity in fashion: authority, fashionability, consistency, innovativeness, sustainability, origin, and heritage. The research determined that “authority, fashionability, innovativeness, and sustainability were significant predictors of brand

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perceptions and even brand equity (since brand loyalty

**Methodology**

University of Michigan Health Sciences and Behavioral data collection process. 118 college students were Michigan’s COMM 102 course in Winter 2023 through Pool. In other words, this study utilizes a non-random data. Consequently, this sample is not representative of college students in the Participant Pool. All to partake in the study and received course credit for questions on demographics, 26 respondents (22.03%) (77.97%) identified as female. The study participants students identifying as White/Caucasian (70.34%), Other/Asian/Puerto Rican respondents (11.86%), 7 Asian respondents (3.39%), 3 South East Asian American respondents (1.69%), and 5 cases of “Other” or

several questions in a 30-minute Qualtrics online. Participants were told that the primary purpose of

**Brand authenticity has become one of the most crucial strategic tools in the modern fashion retail landscape.**

As the fashion industry becomes increasingly saturated with similar products and aesthetics, differentiation through authenticity has become essential to sustained success.

**Yim, J. (2023).** Brand Authenticity and Brand Equity in Fashion Retail. University of Michigan, Communication and Media Honors Thesis.

*Die Antwort liegt im Aufbau einer Marke, die nicht nur Kleidung verkauft – sondern Bedeutung schafft. - AREE*

# Unsere Lösung - Meta-Videokampagnen

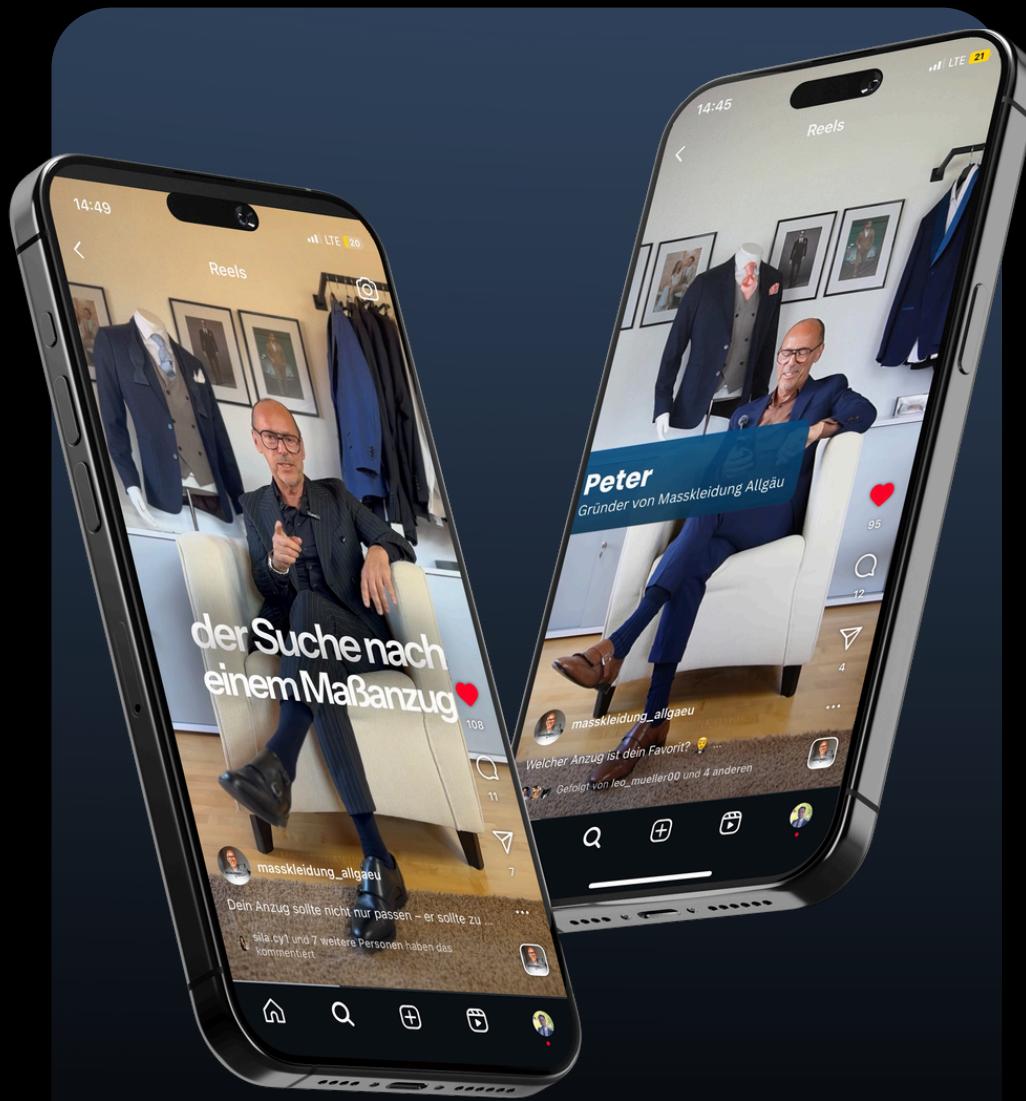


Wir produzieren **5-10 hochwertige Kurzvideos**, die gezielt an kaufstarke Zielgruppen ausgespielt werden.  
Durch datengetriebene Auswertung und ständige Optimierung  
gewinnen wir nachweislich **neue Kunden für Modehäuser**.



# Ergebnisbeispiel: Neukunden durch Meta-Videokampagne

## Kampagnenaufbau



### Zehn Video-Kampagne

Ausstrahlort: Instagram & Facebook

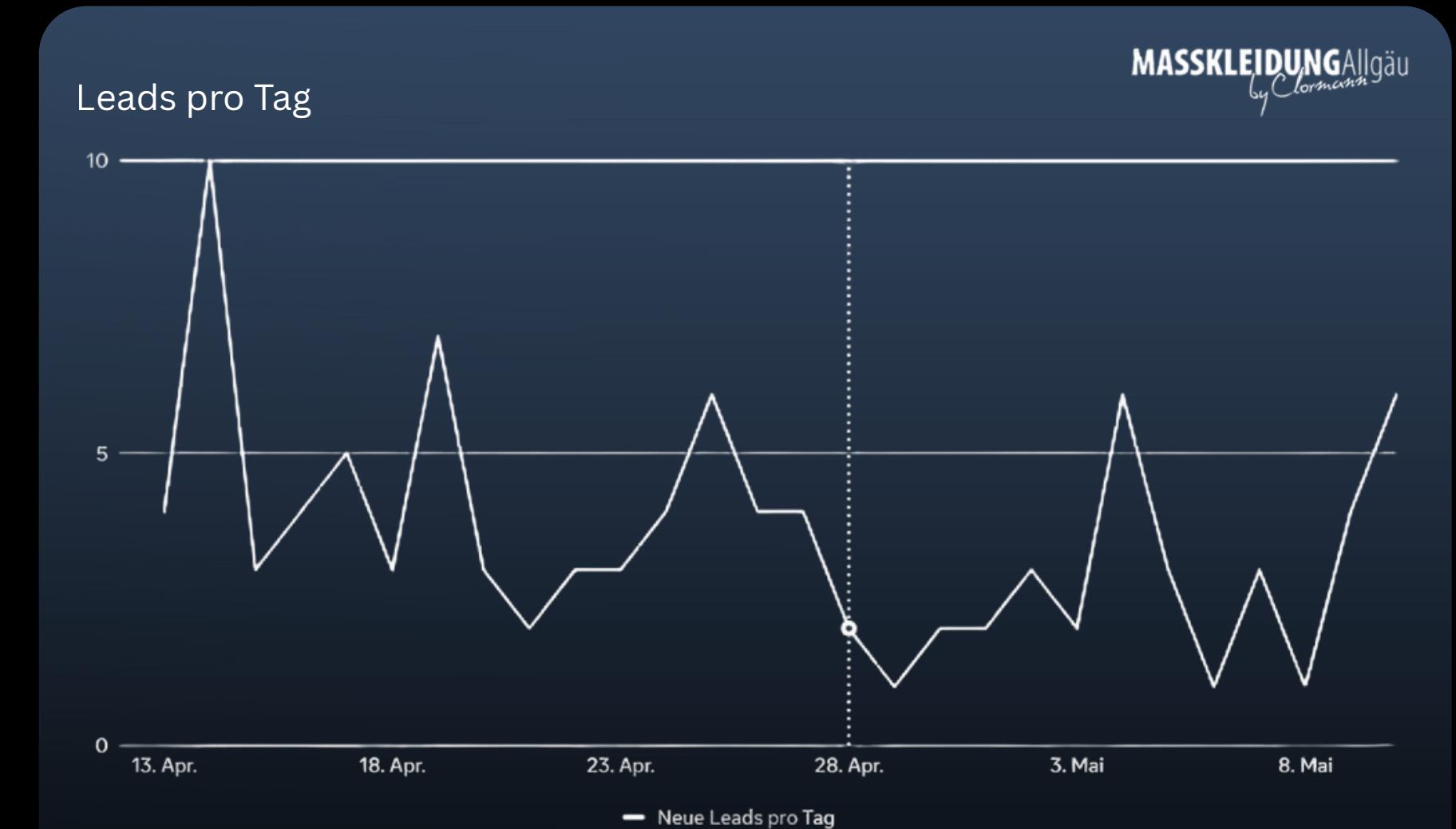
### Dauerhafte Optimierung der

### Kampagne

Vertriebliche Beratung

Kontrolle über Ausstrahlregion

## Kundenresultate



Bei der einmonatigen Laufzeit der Kampagne mit Masskleidung Allgäu erbrachten wir:

103 Neukundenanfragen

**30+ abgeschlossene Neukunden in einem Monat**

Buisness Kunden - Anwälte, Immobilienmakler, etc.

# Foto- & Videografie

Verwendungszweck: Werbekampagnen, Website & allg. digitaler Auftritt





## Leo Müller

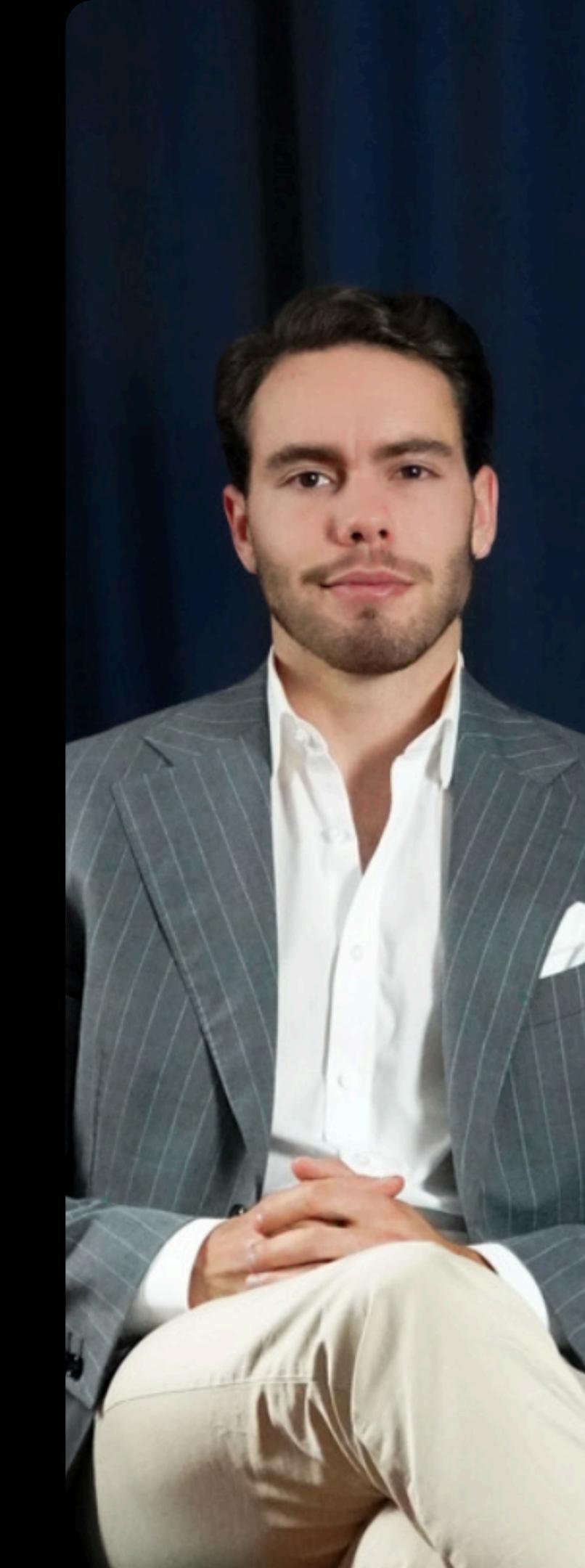
Geschäftsführer

### Expertise:

Foto- & Videograf  
Werbekampagnen  
Kundenberatung

### Kontakt:

[leo.mueller@aree-consulting.com](mailto:leo.mueller@aree-consulting.com)  
+49 1522 4503810



## Enrique Cabello

Geschäftsführer

### Expertise:

Design  
Website-Entwicklung  
Vertriebs-Beratung

### Kontakt:

[enrique.cabello@aree-consulting.com](mailto:enrique.cabello@aree-consulting.com)  
+49 171 3200287



„Stil sichtbar machen. Kunden gewinnen.“  
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+49 171 3200287



info@aree-consulting.com



www.aree-marketing.com



**Peter Clormann**

*GF Masskleidung Allgäu*

*"Absolut seriös und voller  
Tatendrang und Kreativität!"*