

The role of fashion industry in the management of market activities of textile companies

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Annotation

Sustainable and dynamic development of the country's industry, deepening of structural reforms aimed at diversification of light industry and increasing the export potential, modernization of textile and knitting industry enterprises, further enhancing their competitiveness on the basis of the fashion industry is one of the pressing issues.

Fashion and textiles are closely interrelated. Despite the fact that textiles are sometimes considered only as a source of raw materials for fashion, in reality the situation is much more complicated. Each of these sectors has a significant impact on the modern world and is connected in different ways with many others: interior design, media, cosmetics, agriculture, retail, manufacturing, etc. Although both industries have their own areas of development and applications, traditionally they have the same goal.

Fashion is one of the most visible media of change. The fashion industry forms part of a larger social and cultural phenomenon known as the “fashion system,” a concept that embraces not only the business of fashion but also the art of fashion, and not only production but also consumption.

The peculiar nature of fashion industry can be characterized in terms of its volatility, velocity, variety, complexity and dynamism. The paper aims to identify the main characteristics of modern fashion industry and to develop a time efficient supply chain model. The relationship of fashion and textiles concern all mankind, and they formed the basis of this article.

Key words: Fashion, fashion industry, business, market, PR, management.

Introduction

Changes in the fashion industry around the world are affecting consumers with a culture that has become part of the spiritual life of mankind. As a result, the majority of young people in our country are influenced by the European culture, and the desire to buy

clothes based on the brands of these countries is aroused. The majority of consumers buy foreign clothes, not national clothes, which necessitates the use of innovative marketing strategies by domestic enterprises in marketing their products. That is why companies in our country can take a leading position in the competition in the markets using innovative marketing strategies.

Fashion is best defined simply as the style or styles of clothing and accessories worn at any given time by groups of people. There may appear to be differences between the expensive designer fashions shown on the runways of Paris or New York and the mass-produced sportswear and street styles sold in malls and markets around the world. However, the fashion industry encompasses the design, manufacturing, distribution, marketing, retailing, advertising, and promotion of all types of apparel from the most rarefied and expensive haute couture and designer fashions to ordinary everyday clothing.

The fundamental problem in fashion industries is that the time it takes to source materials, convert them into products and move them into the market place is invariably longer than the time the customer is prepared to wait.

Method

The paper is based on theory survey that included general interdisciplinary research methods: systematic, comparative and logical – critical scientific literature analysis through findings' summarization and logical conclusions' generalization and analysis of best practice.

The conducted analysis of scientific literature disclosed the essence and complexity of fashion industry. Synthesis of research works allowed finding out the core characteristics and trends of modern fashion industry.

Results

Every year more than 100 billion new clothes are produced by the fashion industry of the dacha countries. It is of high importance to attract customers through the wide use of digital technologies, in contrast to traditional trends in the marketing strategies that they implement. Information Communication Technology in the advanced age of the clothing production industry through digital media, clothing display and trade is being carried out.

The history of fashion, being a reflection of eras, is full of drama. The art of creating a costume, originated in ancient times, provided a wide field of activity for the production of clothing. In fashion business by the beginning of the XXI century there are designer brands, factory brands, brands of retailers and mass market brands that differ in price, style, quality of fashion product, social status of consumers. Designer brands, which

traditionally include clothes, shoes and accessories from couture and pret-a-porter, belong to the luxury goods market. Paradoxically, despite more than a century of history of designer brands, there is no essential definition of a designer brand in the literature devoted to fashion business. The undoubted trend of today is the active use of PR-technologies in doing business. This is justified by the real need: the need to sell goods, especially luxury goods, and the growth of competition. Despite the low level of purchasing power in the average population, fashionable shops open almost every month, but the strongest survive. The only and surest step in these conditions is to focus on the consumer. Therefore, when planning a PR company, it is always necessary to know exactly the interests of consumers, guess their desires and thus influence the choice. PR in fashion business includes:

- * Creating a favorable image of the campaign and brands;
- * dissemination of information about the campaign, brand through the media;
- * promotion of campaigns and brands;
- * organization and holding of screenings, presentations, press conferences with maximum coverage in the press;
- * providing an attractive image of the company and its products;
- * development and implementation of advertising and information campaigns;
- * charitable activities, sponsorship;
- * collaboration with other prestigious campaigns;
- * expansion of regular clientele;

The fashion system involves all the factors that are involved in the entire process of fashion change. Some factors are intrinsic to fashion, which involves variation for the sake of novelty. Other factors are external. Individual trendsetters also play a role, as do changes in lifestyle (Carter, 2013). Fashion is a complex social phenomenon, involving sometimes conflicting motives, such as creating an individual identity and being part of a group, emulating fashion leaders and rebelling against conformity.

The fashion industry thrives by being diverse and flexible enough to gratify any consumer's desire to embrace or even to reject fashionability, however that term might be defined. Summarizing research works of Christopher et al. (2004); Doeringer and Crean (2006); Sull and Turconi (2008); Christopher and Towill (2001); Burns et al. (2011) authors of this paper identify the following characteristics of modern fashion industry (Figure 1).

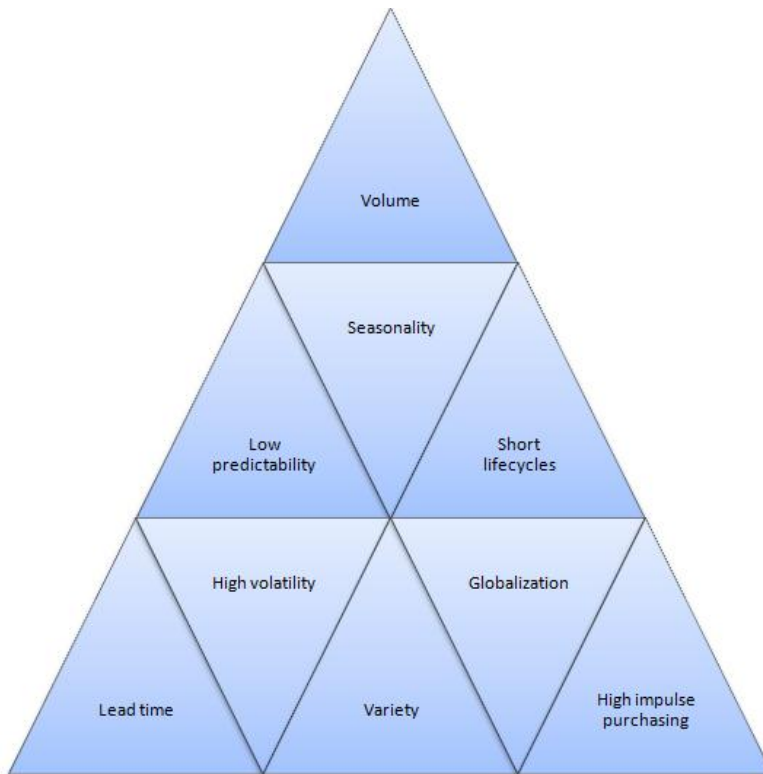


Figure 1. The Main Characteristics of Modern Fashion Industry

Fashion trends combined with the seasonal nature of the industry mean that styles often have a short lifecycle or are only produced for a few weeks per year. Production load often needs to be smoothed backwards and/or balanced across a number of sites to meet seasonal peaks.

When consumers go to a fashion retailer, they will be looking at the different ranges of products and how they are presented. They may also look for quality customer service. However, consumers may not be aware that before products reach them, they must move from being raw materials through a variety of stages to become finished products suitable for sale. In the fashion industry, apparel pipelines have been notoriously long, complex and inflexible (Jones, 2002; Hines, 2004). Their structure resulted in long buying cycles, which became inappropriate for the demands of the modern fashion industry and the increasingly demanding fashion consumers. Figure-2

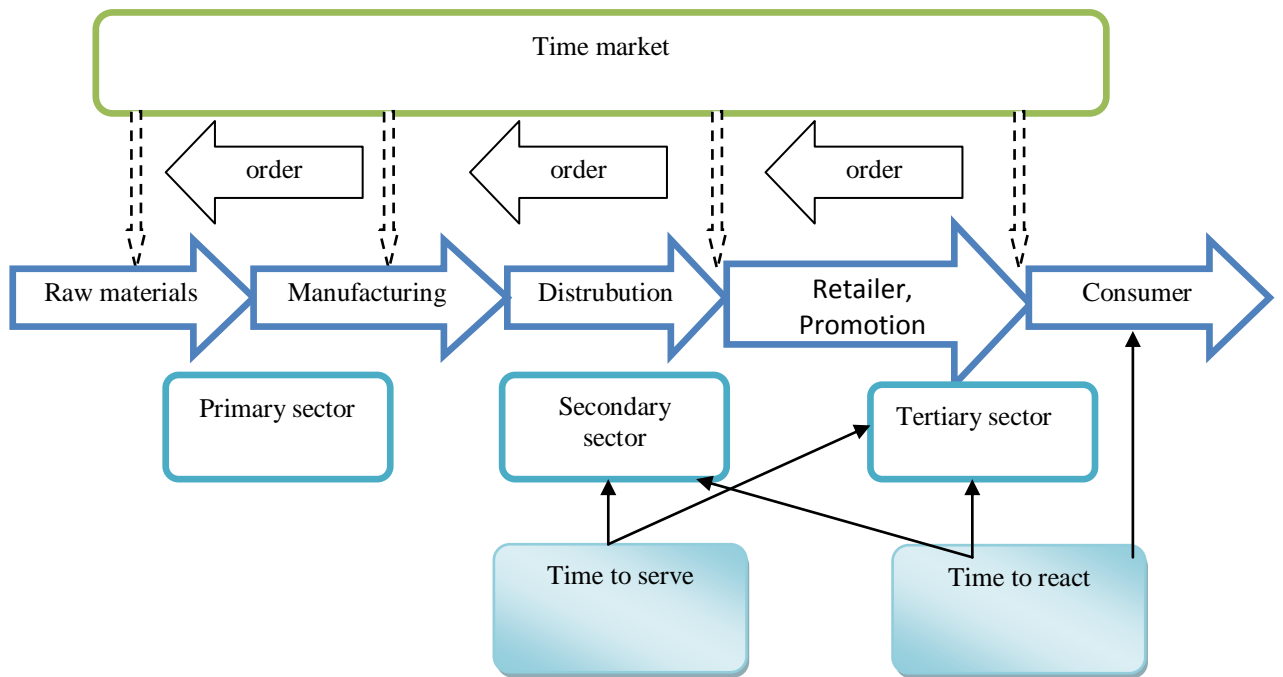


Figure 2. The Fashion Supply Chain Management Model

The fashion industry is fast-moving, trend-driven business involving three sectors of economy and four main stages:

1. The production of raw materials, principally fibres and textiles but also leather and fur.
2. The production of fashion goods by designers, manufacturers, contractors, and others.
3. Retail sales.
4. Various forms of advertising and promotion.

The importance of time as a competitive weapon has been recognised for some time. The ability to be able to meet the demands of customers for ever-shorter delivery times and to ensure that supply can be synchronised to meet the peaks and troughs of demand is clearly of critical importance in this era of time-based competition (Christopher, 2000; Doeringer & Crean, 2006; Fernie & Azuma, 2004; Giunipero et al., 2001). According to Christopher et al. (2004) there are three critical lead-times that must be managed by organisations that seek to compete successfully in fashion markets:

1. Time-to-Market - how long does it take the business to recognise a market opportunity and to translate this into a product or service and to bring it to the market?
2. Time-to-Serve - how long does it take to capture a customer's order and to deliver the product to the retail customer's satisfaction?

3. Time-to-React - how long does it take to adjust the output of the business in response to volatile demand?

The fundamental problem in fashion industries is that the time it takes to bring the product into the market is invariably longer than the time the customer is prepared to wait. Solution of this problem lays in the responsiveness of supply chain. Moves to improve responsiveness of supply chains in the fashion industry can be made with introduction of the following concepts, techniques and strategies:

Lean manufacturing;

- Just-in-time;
- Agile supply chains;
- Quick response.

Adoption of these strategies and techniques will help to reduce the processes involved in the buying cycle and lead times for getting new fashion product into stores, in order to satisfy consumer demand at its peak.

Conclusions

As a summary, I can say that fashion products created in the modern fashion industry are necessary for the textile. In order for each enterprise to win the competition, it is necessary to produce products that the market requires. The peculiar nature of fashion industry can be characterized in terms of its volatility, velocity, variety, complexity and dynamism. Present theoretical model illustrating supply chain management of modern fashion industry. Fashion industry as fast-moving, trend-driven business involves three sectors of economy and four tiers of the supply chain. Fashion supply systems are characterised by three critical lead-times: time-to-market, time-to-serve and time-to-react. All three of these factors stress the importance of agility in fashion supply networks. Adoption and implementation of lean manufacturing; just-in-time; agile supply chains; and quick response will help to reduce the processes involved in the buying cycle and lead times for new fashion product into stores, in order to meet any customer requirement for the product on offer at the time and place the customer needs.

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