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LEARNING FROM THE BEST:

**HOW TO
MARKET LIKE A
FASHION BRAND**



MAKING POPULAR CULTURE WORK FOR YOUR BUSINESS

Fashion brands of every stripe derive billions of dollars in sales from products that are essentially unnecessary. How do they achieve this and whose example can the rest of us strive to replicate?

Creativity is inherent in fashion. From the high street to the runway, every day fashion brands around the world release thousands of new pieces into the market, creating demand where there is little scarcity.





1.

One needs look no further than the Vetements campaign—an unknown designer label propelled to global fame by telling a compelling story through social media. Although consumers could purchase a nearly identical T-shirt on DHL Express’s own website for \$6.50, fashionistas flocked to retailers like Matches Fashion and Net-a-Porter, resulting in the \$300 Vetements version of the T-shirt selling out in days. As Vetements founder Demna Gvasalia told **WWD**, “We always supply less than the demand, so we’re always sold out. It’s easier to sell one piece less than the market wants, so you are sold out rather than to sell a piece extra, and it doesn’t sell. This is why we’ve been doing this and it’s been working so far. The point is if you see clothes on sale, it means there was more supply than there was demand.”

CREATE DEMAND BY LIMITING SUPPLY



Beyond the frenzy Gvasalia created through undersupply, Vetements captured global attention through its story. The Vetements brand didn’t simply sell a product; instead, customers were buying into an aesthetic, an anti-establishment narrative, and for this they felt part of something bigger than a branded T-shirt. From Vetements’s socks to hoodies to its black denim, the brand found a balance few others could handle—it was at once anti-fashion and the next big thing.

In part 2, we look at how fashion advertising leads the way.

1. VETEMENTS. (2017). Vetements Spring collection 2018. [Photograph] Available at: <https://fashionista.com/2017/06/vetements-spring-2018-dhl> [23.01.18].



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PART 2

BLAND ADVERTISING DOESN'T WORK

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