

Running Head: Mass Market & Luxury Brand
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Brand Image Marketing

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Mass Market & Luxury Brand

Assignment 8

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Mass market & luxury brand

Please create a comprehensive comparison between a fashion brand from the mass market and a luxury brand

Mass-market fashion brands are commonly more affordable and accessible than luxury brands.

These brands are designed to appeal to a wide range of consumers, and they often produce large quantities of clothing to meet demand (Kashmiri, 2015). Mass-market fashion brands are sold in a variety of retail locations, including department stores, discount stores, and online retailers.

These brands are known for producing trendy and fashionable clothing at an affordable price point because the fabrics and materials are at lower prices (fashionmarketinglessons, 2011).

Luxury fashion brands: however, are certainly more expensive and exclusive. These brands are designed to appeal to a smaller, more affluent consumer base, and they often produce smaller quantities of clothing. Luxury fashion brands are sold in high-end retail locations, such as luxury department stores and exclusive boutiques. These brands are known for producing high-quality, timeless clothing that is often made from premium materials (Mahmoud, 2023).

One of the main differences between mass-market fashion brands and luxury brands is the price point. Mass-market fashion brands are designed to be affordable for the average consumer, while luxury brands are often priced out of reach for many people. Another difference is the quality of the clothing. Luxury brands are known for producing high-quality clothing that is made to last, while mass-market fashion brands often produce clothing that is designed to be worn for a season or two before being replaced.

In terms of marketing, mass-market fashion brands often use a variety of advertising channels to reach a wide audience. These brands may advertise in magazines, on television, and through social media. Luxury brands, on the other hand, often rely on more exclusive marketing channels, such as high-end fashion magazines and exclusive events.

Overall, while there are certainly differences between mass-market fashion brands and luxury brands, both types of brands play an important role in the fashion industry. Mass-market fashion brands make fashion accessible to a wide range of consumers, while luxury brands offer high-quality, exclusive clothing to a smaller, more affluent consumer base.



Figure 1. The Fashion Pyramid. source: The Fashion Retailer (Segura, 2021).

Take an example from the market and demonstrate the different strategic approach towards both categories.

Nike is a well-known company that produces both mass-market and luxury products. The company's mass-market products include sneakers, athletic wear, and accessories that are designed to be affordable and accessible for a wide range of consumers. Nike's luxury products, on the other hand, include high-end sneakers and apparel that are made from premium materials and are priced at a premium.

In terms of marketing, Nike uses different strategies for its mass-market and luxury products. For its mass-market products, Nike uses a variety of advertising channels to reach a wide audience.

As an example, Nike taking all over Time square, a place where many people from different countries and social statuses gather to enjoy the city (Cohen, 2019). The company's ads are often focused on the performance and functionality of its products, and they are designed to appeal to a broad range of consumers.



Figure 2. Nike (Cohen, 2019)

For its luxury products, Nike takes a more exclusive approach to marketing. The company's high-end products are often sold through exclusive retailers and limited-edition releases. Nike's collaboration with Louis Vuitton is an example of how this brand is positioning into both categories. Nike also uses social media to build hype around its luxury products, often partnering with high-profile influencers to promote its latest releases (Nguyen, 2023).



Figure 3. Louis Vuitton X Nike Air Force 1 By Virgil Abloh (Vanderweide, 2022)

Elaborate on the characteristics of a mass market fashion brand vs luxury fashion brand.

Mass-market fashion brands are those that produce affordable clothing and accessories that are designed to appeal to a wide range of consumers. These brands often use materials and manufacturing techniques that are less expensive, which allows them to keep their prices low. Some examples of mass-market fashion brands include H&M, Zara, and Forever 21.

The mass market includes fashion that is available from both well-known brands and streetwear (Singh, 2017). In terms of design, they often produce clothing that is trendy and fashionable, but

that may not be made to last. These brands often produce clothing in large quantities, which means that the clothing is widely available and can be purchased by a large number of consumers.

Luxury fashion brands, on the other hand, produce high-end clothing and accessories that are made from premium materials and are priced at a premium. These brands often use high-quality manufacturing techniques, which means that their products are made to last. Some examples of luxury fashion brands include Gucci, Louis Vuitton, Chanel, Dior, Dolce & Gabbana, Prada and so on (Jake et al., 2023).

In terms of design, luxury fashion brands often produce clothing that is timeless and classic, rather than trendy. These brands often produce clothing in limited quantities, which means that the clothing is exclusive and can only be purchased by a small number of consumers (Jake et al., 2023). Overall, the characteristics of a mass-market fashion brand are affordability, accessibility, trendiness, and availability. The characteristics of a luxury fashion brand are exclusivity, quality, timelessness, and premium pricing.

What are the major differences between mass market and luxury fashion brands?

The major differences between mass-market and luxury fashion brands are in their price points, target audience, quality of materials, and manufacturing processes.

Price point: Mass-market brands produce affordable clothing and accessories that are designed to appeal to a wide range of consumers, while luxury brands produce high-end clothing and accessories that are priced at a premium.

Target audience: Mass-market brands target a broad range of consumers, while luxury brands target a smaller, more affluent audience.

Quality of materials: Luxury brands use premium materials such as high-quality leather, silk, and cashmere, while mass-market brands use less expensive materials such as synthetic fibers and lower-grade leather.

Manufacturing processes: Luxury brands often use traditional, time-consuming manufacturing processes such as hand-stitching and hand-finishing, while mass-market brands use more efficient, cost-effective manufacturing processes such as machine stitching and assembly lines.

Design: Mass-market brands often produce clothing that is trendy and fashionable, while luxury brands often produce clothing that is classic and timeless.

Overall, the main differences between mass-market and luxury fashion brands are in their price points, target audience, quality of materials, manufacturing processes, and design. Luxury brands produce high-end clothing and accessories that are exclusive and made from premium materials, while mass-market brands produce affordable clothing and accessories that are designed to appeal to a wide range of consumers.

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