

Analysis of Fast Fashion Brand Marketing Innovation Strategy - - Taking SHEIN as an example

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Abstract. With the rapid progress of globalization and Internet technology, China's fast fashion industry market is becoming more and more prosperous, and various fast fashion brands emerge in an endless stream. In this context, SHEIN stands out in the competitive market environment with its unique marketing strategy. This paper aims to analyze SHEIN's marketing innovation strategy and discuss how to achieve sustainable development in the fierce market competition. In recent years, China's local fast fashion brand SHEIN has performed well in overseas markets and is known as a leader in cross-border e-commerce. Through the use of statistical methods, this paper finds out how SHEIN's successful experience in overseas market expansion can reasonably cope with market shocks and seize opportunities for transformation and upgrading. From the marketing strategy perspective, it provides strategic marketing suggestions for the overseas development of China's fast fashion cross-border e-commerce enterprises on improving marketing strategies to achieve transformation and upgrading as the core goal. It is expected to guide China's fast fashion cross-border e-commerce enterprises to better grasp the development opportunities, innovate the customer experience, and enhance international competitiveness.

1 Introduction

With the rapid development of the Internet, China's cross-border e-commerce industry has shown explosive growth in recent years. In 2015, the first year of the development of the Internet, China's cross-border e-commerce transactions reached 540 million yuan, and now cross-border e-commerce transactions are rising year by year, which has helped to promote the transformation and upgrading of traditional industries.

Through innovative market positioning, precise use of social media, and continuous innovation in the field of fast fashion, SHEIN has successfully created a brand image that young consumers love [1]. Thanks to founder Xu Yangtian's early work experience in charge of SEO (search engine optimization) in a foreign trade online marketing company, SHEIN regarded overseas Internet traffic acquisition as an important path for brand development from the beginning of its establishment. Therefore, its remarkable success story is not only reflected in the continuous growth of performance but also in the leading fashion trends, understanding of the psychology of young consumers excellent marketing strategy.

SHEIN brand has become a leader in cross-border e-commerce, and its development experience and marketing strategy are worthy of in-depth study. In the start-up period, SHEIN chose to focus on fast fashion

women's brands, and entered the market with skirts as the first category of products. Today, it has developed into a one-stop cross-border e-commerce platform for all categories. Its precise marketing strategy has enabled it to rise rapidly and become a cross-border e-commerce giant. For example, SHEIN's response to the market impact includes social media promotion, live delivery, KOC influencer marketing, and SEM (search engine marketing). By relying on these four strategies, SHEIN has firmly established itself in overseas markets and become one of the cross-border e-commerce giants.

If domestic brands want to export overseas, they need to enhance their status in the international market and pay attention to the adjustment of marketing strategies to achieve enterprise transformation and upgrading. SHEIN relies on nothing else but the correct marketing strategy to develop into such a cross-border e-commerce giant. Relying on the correct marketing strategy, SHEIN has successfully gained a firm foothold overseas, and through these points, SHEIN has successfully promoted to a cross-border e-commerce giant. This article will give an in-depth analysis of SHEIN's marketing strategy. This paper mainly analyzes the target market positioning, social media utilization and fast fashion innovation, aiming to reveal the key factors of its success [2].

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2 Fast fashion market analysis

2.1 Development status of the fast fashion market

In the past few years, the fast fashion market has been booming. As consumers' demands for fashion and personalization continue to increase, global fast fashion brands are widely recognized and gain market share. According to industry reports and market research, the global fast fashion market has reached hundreds of billions of dollars and is expected to maintain steady growth in the future. Fierce competition is a prominent feature of the current fast fashion market. In addition to traditional fast fashion brands such as Zara and H&M, online fast fashion brands such as SHEIN are also emerging. Competition among these brands mainly focuses on product design, price, supply chain efficiency and marketing strategies [3]. At the same time, the trends of globalization and digitalization have made market competition more intense, and brands need to continue to innovate to attract and retain consumers.

Young consumers mainly drive the growth trend of the fast fashion market. As the younger generation pays more attention to personalization and fashion, their demand for fast fashion brands is also gradually rising. In addition, the popularity of social media and e-commerce platforms has further facilitated consumers access to various fashion products, thereby driving the development of the fast fashion market [4].

2.2 Characteristics of fast fashion brands Development status of the fast fashion market

Fast fashion brands stand out in the market with their unique features. First, they are famous for their rapidly updated product lines, which can keenly capture fashion trends and launch new models promptly to meet consumers' needs for freshness and diversity. Secondly, affordable prices are one of the important factors that attract consumers.

Compared with traditional high-end brands, fast fashion brands are more competitive and can attract a wider range of consumer groups. In addition, fast fashion brands also focus on the use of marketing and social media, increasing brand awareness and influence through heavy investment and active interaction [5].

Its supply chain system is flexible and efficient, quickly responding to market demand and achieving rapid production and delivery. Finally, fast fashion brands have diversified product designs that can meet the needs of different consumer groups, including various styles and sizes, providing consumers with more choices and opportunities for personalization. To sum up, these characteristics constitute fast fashion brands' unique charm.

On May 3, SHEIN topped the list of downloads of all application categories in the US iPhone App Store, becoming the most downloaded application in the United States, surpassing TikTok, Instagram and Twitter, and way ahead of Amazon. The fast fashion market has boomed in recent years, mainly due to growing

consumer demand for fashion and personalization. Global fast fashion brands have a huge influence, reflected in expanded market share and increased brand awareness. These brands meet consumer demands with rapidly updated products, affordable prices and efficient supply chains, further consolidating their market positions. As competition intensifies, fast fashion brands need to continue to innovate to maintain competitive advantages and continue to grow so that they have strong competitiveness and influence in the market [6].

3 SHEIN brand analysis

After having a large user base, SHEIN positioned the market in the pursuit of fashion, paying attention to the expression of young consumers, especially female consumers. By providing fast fashion products with diverse styles, fast updates and affordable prices, we can meet the consumer needs of this group. In addition, SHEIN also focuses on consumers' shopping experience and provides high-quality after-sales service to further enhance the brand image. Through cooperation with Internet celebrities and stars, we publish fashion matching tutorials, wear and share content, and attract a lot of fans' attention. At the same time, users are encouraged to share purchased selfies on social media to form word-of-mouth effects. By collaborating with many designers, we introduce unique and innovative styles. In addition, SHEIN also provides personalized customization services so that consumers can match according to their own preferences.

3.1 Differentiated market selection

In recent years, with the rapid development of the Internet, China's cross-border e-commerce enterprises have ushered in explosive growth. 2015 is the first year of Internet development, when China's cross-border e-commerce transaction scale was 540 million yuan, and by 2020, China's cross-border e-commerce transaction volume will reach 12.5 trillion yuan, achieving the advantage of maintaining annual growth. Cross-border e-commerce has become a booster to promote the transformation and upgrading of traditional industries [7]. China's clothing market is gradually becoming saturated, in this case, SHEIN can give full play to its advantages and actively explore overseas business. At present, SHEIN's audience is more than 200 countries and regions around the world. In addition, SHEIN chose to be a fast fashion women's clothing brand at the very beginning, and entered the market with skirts as the first category. With the stable development of the market, SHEIN opened up new categories. Shein subdivided categories for different groups, expanded the men's and children's wear market, and extended the product lines of beauty makeup and home furnishings. Become a one-stop cross-border e-commerce platform integrating all categories.

3.2 Innovative product design

In order to understand the latest fashion trends, SHEIN uses the search engine of Google to count the search volume of hot words in various countries. At the same time, Shein collects various clothing retail websites to classify their products in total, and obtains the current popular colors, styles, fabrics and other information to classify consumers in the target market. Understand each group's body type, dress preference, consumption power, etc., and tap their purchase motivation [8].

3.3 Social media promotion

3.3.1 The key role of content marketing

Shein has skillfully used content marketing strategies to build brand identity. Attract users' attention by Posting creative and stylish content on social media platforms, including fashion matching, dressing tutorials, behind-the-scenes tidies, etc.

This kind of content not only displays products but also conveys a lifestyle and fashion attitude. By establishing an emotional link with users, SHEIN successfully established an emotional connection with users, so that users not only buy products, but also pursue a fashionable lifestyle.

3.3.2 Social interaction and user engagement

Shein's social media strategy is not just one-way propaganda, but more focused on interaction with users. Shein actively participates in the user community by hosting online events, sweepstakes, user reviews and sharing.

This interaction enhances the user's sense of engagement and provides brands with valuable user feedback and market information. By actively responding to the needs and opinions of users, Shein has built an active social network that supports the brand's sustainable development [9].

3.3.3 Live delivery of goods

SHEIN uses the live-streaming delivery model, which is popular overseas in China. Because the major brands in the United States in the live broadcast of this piece of investment are almost zero, live delivery for Americans is a very novel marketing method. Especially during the outbreak, online live streaming business in the United States has gradually grown, bringing huge traffic. In 2020, SHEIN held a number of live events online, including in May inviting well-known musicians such as Lil Nas X and Kate Perry to hold a global live event - "SHEIN together", which was broadcast exclusively on SHEIN's App.

This event successfully involved more than 1.8 million viewers around the world, helping the brand App to peak traffic. By Posting live events with various themes on Instagram, YouTube, or the official website,

SHEIN attracts traffic to the App side and takes the initiative to draw it closer [10].

The distance between the brand and consumers attracts the attention of users, taps the potential of private domain traffic, and achieves low-cost customer acquisition

3.3.4 KOC influencer marketing

SHEIN began to promote the product to the market through Internet celebrities in 2011, and the brand did not choose the more expensive KOL to promote, but chose the smaller and more influential Key Opinion Consumer (KOC) to obtain greater exposure. These KOCs tell their buying and wearing experiences on mainstream overseas social media platforms, such as YouTube, Instagram, TikTok, and Facebook, in order to attract more consumers

3.4 Summary of SHEIN's marketing strategy

SHEIN is a fashion-led clothing brand that demonstrates innovation and forward-lookingness in product design and social media promotion. First, they use search engines such as Google and data analysis tools from major clothing retail websites to gain an in-depth understanding of the latest fashion trends. They also dig into purchasing motivations through segmented target markets and consumer portrait analysis, and use this to design products that align with the latest fashion trends. Products in demand.

In terms of social media promotion, SHEIN uses a variety of strategies. Its content marketing is not only the display of products, but also focuses on conveying a lifestyle and fashion attitude, and establishing emotional links with users. Attract users' attention by publishing creative and fashionable content on social media platforms.

In addition, they actively interact with users through online activities, lottery draws, user comments and sharing to enhance user participation and obtain user feedback and market information. SHEIN also uses the live streaming model to hold global live streaming events overseas, inviting well-known figures to participate, attracting a large number of viewers to participate, increasing brand exposure and traffic, and effectively shortening the distance between brands and consumers.

In addition, they also use KOC influencer marketing to use key opinion consumers on social media platforms to share their purchasing and dressing experiences to attract more consumers' attention. These comprehensive marketing strategies have won SHEIN widespread recognition and a user base in the highly competitive fashion market.

Taken together, these advantages help consolidate SHEIN's leading position in the fashion field and attract and retain more consumers.

4 Opportunities and challenges

SHEIN faces many challenges. First of all, the rapid changes in the fashion industry and the emerging fashion trends require brands to constantly innovate and follow up to maintain the competitiveness of their products.

This requires brands to have keen market insights and quick response capabilities. Secondly, the ever-changing and fiercely competitive social media environment has also increased marketing costs and difficulties. While competing with competitors for user attention, brands also need to constantly adjust their marketing strategies to adapt to new changes in social media platforms. Finally, when expanding into overseas markets, brands need to face the challenges of different cultures and consumption habits.

This may require adapting to local market needs and even customizing product and marketing strategies to ensure the brand's market adaptability and competitiveness on a global scale. Therefore, SHEIN needs to comprehensively consider these challenges and formulate corresponding strategies to deal with them to achieve continued development and growth of the brand.

The continued development of social media and the increase in the number of users provide more opportunities for brand promotion. As social media continues to develop, brands can use this platform to interact more directly and frequently with users, increasing brand awareness and engagement.

At the same time, new marketing methods such as live streaming and KOC influencer marketing still have great room for development in overseas markets. These new marketing methods can bring more exposure and sales opportunities to brands. Especially by cooperating with well-known Internet celebrities or KOCs, brands can effectively increase their visibility and influence in overseas markets and attract more potential consumers. Follow and buy.

Therefore, brands can take advantage of social mediasocial media opportunities and new marketing methods to expand overseas markets, expand brand influence, and increase market share through innovative marketing strategies and activities.

As competition in the fashion industry continues to intensify, new competitors entering the market may adopt more attractive pricing strategies, launch more innovative products, or have wider marketing channels to attract consumers who originally belonged to SHEIN. Leading to a decline in the brand's market share.

Secondly, social media policy and algorithm changes may also affect brand exposure and promotion effects. Policy and algorithm changes on social media platforms may result in increased advertising costs for brands or limit the exposure of branded content.

Finally, due to the influence of government regulation or user groups, social media platforms may also restrict or prohibit the publication of specific types of content, which will adversely affect the brand's promotion activities.

Brands need to pay close attention to market dynamics, flexibly adjust strategies, and respond to these potential threats in a timely manner to maintain

competitive advantage and achieve sustainable development.

5 Conclusion

Cross-border e-commerce, as a new business format for my country to explore overseas markets, has been driven by various social factors and has developed rapidly. As a major apparel exporter, my country has supply chain and price advantages, providing opportunities for fast fashion brands. This article takes SHEIN as an example to analyze its success factors.

This article concludes that Shein's success is inseparable from its unique and effective marketing strategy. First, SHEIN positions the market among young consumer groups who pursue fashionable individuality, providing fast fashion products with diverse styles and affordable prices. Secondly, SHEIN uses a variety of social media promotion methods, including content marketing, social interaction and user participation, and live streaming. Finally, SHEIN uses KOC influencer marketing to meet different consumers' needs and expand market share.

However, SHEIN also faces some problems with unstable foundations. First of all, due to the lack of independent design in the early stage, SHEIN may tend to copy the designs of other brands in order to quickly introduce new products, which will cause it to be criticized by its peers and may also damage its brand image and reputation. Secondly, the "Thousands of People, Thousands of Faces" data marketing strategy that SHEIN is proud of may have low entry barriers and is easily copied by competing brands. This means that SHEIN needs more innovation and differentiation to maintain its competitive advantage in the highly competitive market. Brands also need to recognize their own shortcomings. Only in this way can Chinese clothing brands develop better overseas.

In the future, as China's manufacturing industry transforms into China's intelligent manufacturing, more Chinese brands like SHEIN will emerge that have successfully gone global. These brands will continue to win recognition and support from the global market by virtue of their advantages in innovation, technology, quality and design, injecting new vitality and impetus into the development of China's manufacturing industry.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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