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<div align="center">Fashion Retailing Strategies</div>

Fashion retailing is the process of marketing and selling clothes, footwear, accessories, and other fashion items to customers. In the years, fashion retail has evidenced the growth in online retailing, as reselling goods from manufacturers has been made less sophisticated by retail technology. Statistics conducted on online retailing in America announced 9% of sales which is equivalent to $290 billion by 2014 (Bernheim and Whinston 270). Today, most countries are involved in e-retailing which has grown immensely thanks to the new technological strategies.

Fashion manufactures have increased transparency of their design sales by using magazines such as Marie Claire and Vogue to advertise their product and to display the retailing price. The manufacturer selling format used above has proven to be more common, but still retailing continues to thrive as it's the dominant selling format in the fashion industry. In E-retailing, the fashion product price is decided by the retailer while the agency selling price is decided by manufactures. Reselling strategies are the component that facilitate fashion marketing and ensure complex competition in the market among the companies. Below, there are the strategies effective in marketing the casual dresses, bodycon dresses, long sleeve dresses, women cap, fashion glasses, and women shoes.

Floor plan

It is a marketing strategy that utilizes the space to persuade the experience of a customer. The interaction between the customer and the clothing commodities affect the buyer behavior

(Brynjolfsson et al. 1759). The floor plan layout of a retail store has components that are essential in influencing customer behavior; design of the store, which entails store space management such as proper lighting, clothing commodity display, and furniture arrangement in store. The commodity website is designed to facilitate e-commerce. A floor plan enables easy flow of customers, which majorly facilitates the movement of customers during shopping in store. For better planning, a retailer can improve customer movement in store by viewing close circuit television, which will give them a better understanding of customer experience.

A store website assists in locating online customers and online shopping behavior through the cookies that the service provides. The exterior layout design of a store includes but not limited to: real estate location of clothing store, space of the building, size of walking way in the store, architectural design of the building, display of entrance and also exterior windows. The aim of selecting a good store design is to influence customers' experience and create importance to them.

Promotion

It is the process of advertising fashion products by making the brand known to many consumers. Promotion is important in marketing the brand, informing consumers about the brand, and also manipulating customers to access products and services. The roles of promotion in fashion industry are: creating awareness about an existing new commodity from fashion manufacture, informing customers on the new prices of clothing, services, and items offered by the fashion company, instruction on how to use a commodity, reducing the misconception of their product to buyers, persuading buyers to settle on their brand. Promotion can be facilitated by social media, billboards, and magazines.

Market research

The research is carried out in three ways, namely, knowing your target market, fashion trends in the market, and market competition. Target market can only be achieved through an individual market analysis, which is the way you invite customers to buy the product. You should first know your product by illustrating its features and advantage of using them, you ought to list your target customer description such as, lifestyle, belief system, demographics, and brand loyalty. Knowing your target population provides clarity on marketing and making decisions on the product. Market competition occurs where more fashion organizations try to outdo the other organizations income.

Oligopoly competition allows several companies to sell products which are closely related or substitute. In this type of competition, manufactures outdo the others through issuing many types of product, improving the quality of products, and by applying better marketing strategies. Monopoly lets only one company sell the fashion commodity. The only disadvantage of monopoly is that it can raise the product price without restriction. A perfect competition occurs where a large number of sellers and buyers exist in a real market. Fashion trends change depending on the season, with new seasons emerging a new trend, supported by color, design and glamorous.

Social media marketing

This strategy majorly is used to market the fashion design brand and selling services. It can be facilitated by different mediums such as promotion, advertising, and content selling. Advantages of social media marketing are: building retailer and customer relationships and showing when to bring your commodity to the market.

Conclusion

As much as retailers act as links between manufacturers and consumers, they are faced by challenges such as media trust and influence, media prove to be incompletely great channels to raise brand and increase sales of a fashion product. Market competition between a market retailer and an online retailer is likely to make one of them lose the market. Market shopping is largely preferred compared to online shopping due to the trust and confidence that exist between them. Bigger fashion brands benefit from online marketing compared to small starting brands which try to avoid online marketing due to the lack of recognition and high commission on their influencers.

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