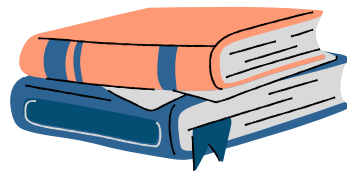




THIRD-GEN EMPIRE
- ART CAMPUS -



LEARNING OBJECTIVES (WITH EXPLANATIONS)

with Teacher Thi

By the end of this lesson, students will be able to:

- **Define fashion communication in a modern context**

Fashion communication = all the ways a fashion brand shares its message, style, and values with people. This includes photos, videos, stores, social media, campaigns, influencers, and more.

- **Understand the shift from traditional media to digital-first communication**

Before: magazines, TV ads, posters. Now: Instagram, TikTok, websites, e-commerce, newsletters, online events. Brands now speak to people directly, fast, and every day.

- **Identify the role of brand voice in fashion marketing**

Every brand has a “voice”: the way it speaks and looks. Some sound fun and playful, some serious and luxury, some bold and rebellious.

- **Recognize why communication is essential to fashion sales and brand growth**

Communication is not just “extra decoration.” It helps people notice the brand, feel something, trust it, and finally decide to buy.

1. From traditional to digital fashion communication

🔄 Old world: traditional fashion communication

In the past, fashion brands mainly communicated through:

- **Print magazines**

Vogue, Elle, Harper's Bazaar with editorials and ads.

- **Billboards and posters**

Big images in cities, metro stations, bus stops.

- **Runway shows**

Closed events for press, buyers, and celebrities. People had to wait for photos in magazines or TV reports.

In this world, communication was mostly one-way:

Brand → Media → People. The public could see the message, but they couldn't easily react or talk back.



PRINT MAGAZINES



BILLBOARDS AND POSTERS



RUNWAY SHOWS

🌐 Today's world: digital-first fashion communication

Now, fashion communication also includes:

Social media platforms

Instagram, TikTok, YouTube, Pinterest, WeChat, etc. Example: A brand posts an outfit on Instagram; people like, comment, share, remix it.

Brand websites and e-commerce

The website is like a digital flagship store. Example: Home page with a big campaign image, clear styling, and a "Shop now" button.

Influencers and community-based content

Influencers, micro-influencers, and real customers create content for the brand. Example: A TikTok creator shows "7 days of outfits" wearing one brand.

Visual storytelling and short-form

media Reels, TikTok videos, Stories, behind-the-scenes clips, styling tips.

Now communication is two-way and real-time: Brand ↔ People.

People can comment, ask questions, complain, or share love instantly.



“Before, you watched fashion. Now, you are part of fashion communication – you like, share, create, and respond.”

2. Brand voice: visual vs verbal

A fashion brand doesn't speak only with words. It speaks with how it looks and how it sounds.

👁️ Visual language (what you see)

This includes:

- **Colors**

Bright colors = fun, young, energetic. Neutral colors = minimal, calm, sophisticated.

- **Typography (fonts)**

Big bold fonts = strong, loud. Elegant thin fonts = luxury, refined.

- **Styling**

How clothes are combined: simple, edgy, romantic, sporty, street, etc.

- **Photography style**

- Very clean, white background → minimal, product-focused
- Dark, dramatic lighting → mysterious, edgy
- Street-style photos → casual, real, urban

- **Layout and design**

How images and text are placed on the website, lookbooks, and social media.



Example:

- A sportswear brand: bright colors, action shots, people running and moving.
- A luxury brand: dark colors, serious faces, slow and cinematic videos.

🗣️ Verbal language (what you read)

This includes:

- **Tone of voice**

Is the brand friendly? Serious? Funny? Inspirational? Rebellious?

- **Captions and copy**

Text under Instagram posts, campaign slogans, website product descriptions.

- **Slogans and taglines**

Short sentences that summarize the brand's attitude.

- **Storytelling**

The stories they tell about who they are, who they support, and what they believe in (sustainability, diversity, creativity, etc.).



Example:

- Brand 1 caption:

"Drop O2 is here. Engineered for performance." → Techy, serious, focused on performance.

- Brand 2 caption:

"Ready to dance through the weekend? ✨" → Fun, social, light, lifestyle-focused.

3. Why communication drives fashion sales

Fashion is not just about clothes. It is about meaning.

❤️ Emotional connection

People are more likely to buy from brands that:

- Make them feel seen (represent their style, identity, culture, body type)
- Inspire them (lifestyle, dreams, confidence)
- Share similar values (sustainability, inclusivity, creativity)

Example:

A brand that shows different body types and skin tones in their campaigns may make more people feel: "This brand is for me. I feel comfortable buying from them."

🧱 Building trust and brand identity

Good communication:

- Shows who the brand is (personality)
- Repeats key messages over time
- Shows quality and professionalism

This builds trust. When people trust a brand, they are more willing to spend money and come back again.



🎯 Differentiation in a crowded market

There are thousands of fashion brands, many selling similar items. Communication helps one brand stand out from the others.

- **Same white shirt**
 - Brand A: “Essential cotton shirt for everyday ease.”
 - Brand B: “The shirt for creative rebels who refuse boring basics.”

The product is similar, but the story is different.

🌈 From product to lifestyle and desire

In fashion, people don't buy only:

- A t-shirt
- A bag
- A pair of shoes

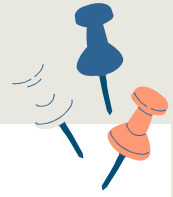
They buy:

- A lifestyle (cool, sporty, luxury, artsy)
- A community (people like them)
- A feeling (confidence, power, belonging, freedom)

“Fashion communication turns a simple product into something people desire, something that feels like part of their identity.”



PRACTICAL EXERCISE (BEGINNER VERSION)



The 3-word brand analysis

Choose one fashion brand you admire

Review:

Their last three Instagram posts

Their website homepage

Write three adjectives that describe their communication style

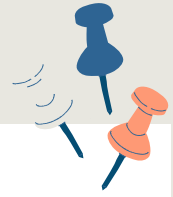
(Example: Minimalist, Rebellious, Inclusive)

Write a short paragraph (100–150 words) explaining why you chose these words

“How does this brand make me feel? What words come to my mind immediately?”

Submit a written response (document, PDF, or text upload)

Or share in a class discussion (live or in discussion boards)



Practical Exercise (Individual)

The 3-Word Brand Analysis

- a. Choose one fashion brand you admire
- b. Review:
 - Their last three Instagram posts
 - Their website homepage

Write three adjectives that describe their communication style

(Example: Minimalist, Rebellious, Inclusive)

Write a short paragraph (100–150 words) explaining why you chose these words



LESSON FOR TODAY