

Research on Enterprise Development and Brand Marketing of European Denim Brands - Taking Diesel as an Example

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Abstract. Jeans originated in the western United States in the 19th century and were overalls for farmers and workers in the western United States at that time. Jeans became popular and popular among young people in the early 20th century and became a fashion trend. The Italian denim fashion brand Diesel is best known and most iconic for its jeans. Diesel was once a denim leader, known for its bold and creative denim designs, gaining a global following. Diesel's brand positioning has been at a high level from the beginning, and it is often associated with well-known brands to enhance brand value and awareness. Now that the Y2K aesthetic is making a comeback, Diesel is quickly re-entering the industry conversation by capitalizing on current fashion trends and establishing a strong street style among world-famous stars and influencers with a huge social media presence. However, Diesel lacks brand recognition, and the brand needs to be upgraded. In contrast to Balenciaga, which has a similar style but has already joined the ranks of luxury goods, the main reason for Diesel's failure to enter the ranks of luxury goods is that the brand does not have enough historical depth and does not bring enough influence to the fashion world.

Keywords: Luxury, Brand style, Design concept.

1. Introduction

The global denim industry has experienced remarkable transformations over the years, with European denim brands emerging as significant players in the international market. Denim, once confined to workwear, has evolved into a fashion staple, and European brands like Diesel have been at the forefront of this transformation. The unique blend of European aesthetics, craftsmanship, and innovation has positioned these brands as leaders in the denim sector.

This research endeavors to delve into the intricacies of enterprise development and brand marketing strategies adopted by European denim brands, with a particular focus on Diesel. As one of the iconic denim brands originating from Europe, Diesel serves as an exemplar of the industry's dynamics. By scrutinizing its journey and strategies, we aim to provide valuable insights into the broader denim market's evolution.

The denim industry's evolution is characterized by changing consumer preferences, technological advancements in denim production, and globalization trends in the fashion sector. European denim brands have navigated these shifts by adopting innovative business models, incorporating sustainability practices, and crafting unique brand identities.

Diesel, renowned for its distinctive style, irreverent branding, and commitment to quality, serves as a prime case study. We will explore Diesel's growth trajectory, its strategies to maintain brand relevance, and its endeavors in adapting to contemporary consumer demands. Additionally, we will investigate the role of technology, sustainability, and globalization in shaping Diesel's approach to enterprise development and brand marketing [1].

This research aspires to contribute to a deeper understanding of the European denim industry's dynamics and offer valuable insights for both industry practitioners and scholars interested in the interplay of fashion, branding, and business strategy. Through the lens of Diesel and other European denim brands, we aim to unravel the complexities of enterprise development and brand marketing in this dynamic and ever-evolving industry.

2. Brand Marketing of Diesel

2.1. Overview of the Development of Diesel

Zoran Rosso founded Diesel, an Italian denim fashion brand, in 1978. Diesel's most famous and iconic product is jeans. Renzoroso is fascinated by jeans, which he sees as a symbol of freedom and energy. Zoran Rosso found excellent designers and pattern makers, and together with them, he designed and produced the ideal denim clothes in the busy commercial area to find good stores and excellent sales staff to sell his denim clothes. Diesel's signature jeans are Dirty jeans with holes and stains that are hand-washed and hand-worn. However, Diesel's Dirty jeans were initially mistaken by customers for poor quality, leading to complaints against the brand [2]. But on the other hand, Zororenrosso took aim at the leader of Italian fashion at the time, valued at \$7 million and owned the Katherine Hamnet Martin Guy, Ten Big Boys, fourteen brands, and the Katherine Hamnet Martin Guy, Ten Big Boys and other 14 well-known popular brands Genius Group, through their unremitting persistence and efforts to successfully let Diesel was received by the genius group [3]. When people first entered the Genius Group, Diesel was still a second-tier brand under the Genius Group and had no reputation. However, after this, Genius Group established the brand style, brand positioning and brand audience for Diesel and carried out drastic reforms for Diesel. With the joint efforts of Genius Group and Zoran Rosso, Diesel has become a leader in denim. Diesel gained fans all over the world. Diesel's brand concept of freedom and vitality is sought after, and Diesel has become a symbol of a sexy brand.

2.2. Brand Positioning and Core Values

In 1985, Zoran Rosso decided to separate Diesel from the Genius Group and redeem absolute ownership of Diesel. After gaining absolute ownership of Diesel, Zoran Rosso's business continued to launch the brand worldwide. Diesel's brand design is closely related to the trend of the trend, the brand inspiration is from everyday life, and the brand style positioning has always been free, young, energetic and creative. Under Zoran Rosso's management, Diesel has launched different collections for different consumer groups: The Diesel Style Lab series of high-end casual clothing for consumers who pursue innovative design and love fashion with creative design and characteristic fabrics as highlights, the independent sportswear brand 55DSL designed for sports people who love extreme sports in the new era, and full of bright colors. Diesel Kid is a bold and modern clothing line for children and teenagers. Diesel's brand positioning has been at a higher level from the very beginning, and a niche tacit understanding has been formed between the brand and customers. As Renzoroso once said, "Diesel never tells customers what to buy but conveys a sense of life. I trust the intelligence of customers, and they trust me."

2.3. Brand Image and Design Style

Starting in 1991, Renzoroso decided to package his clothing line in the form of a story, telling one story each season and advertising each season with the slogan "For Successful Living." Diesel collaborated with fashion godfather Karl Lagerfeld in 2002 to launch the Lagerfeld Gallery by Diesel denim collection, leading the fashion industry's crosscover crossover collaboration. In 2003, pop queen britney Spears wore Diesel to the launch of the Diesel Style Lab collection, which successfully promoted the brand image of Diesel Style Lab. From November 2008, the "500 by Diesel", a fashion car designed by Diesel and FIAT 500 cars, was sold in a limited number of 10,000 units worldwide. Diesel designed the exterior and interior of this model, and this cross-border cooperation was very sensational at the time, and the car was immediately snapped up. Diesel's fame was greatly enhanced. Diesel constantly cooperates with well-known brands and implements the advantages of cross-border co-branding to the end, which greatly enhances the brand's reputation.

The man behind the Diesel Black Gold ready-to-wear line, which was launched in 2008, is Diesel's current designer Wilbert Das. Diesel Black Gold is a pioneer in the fine ready-to-wear collection, unique, expensive and full of character, suitable for only a few people. The collection saved Diesel's

overly popular main line. Wilbert Das is a graduate of the Design Academy in Arnhem, eastern Netherlands, and has been working for Diesel for many years. Wilbert Das is in charge of the design of the brand and is also involved in the export and construction of the brand. He was responsible for Diesel's 30th anniversary with its "DieselxXx" theme, a 24-hour Party in 17 cities around the world. Wilbert Das also released limited edition "Dirty Thirty" jeans for Diesel that sold out immediately after they were released. Wilbert Das is Diesel's hero, and this great designer has made many achievements for Diesel [4].

3. Product Line and Innovation

Diesel's core product line is a line of denim-focused fashion products. In addition, in recent years, Diesel has been experimenting with expanding its product line into perfumes and lingerie. Similar to the broad market brand and luxury concept, perfume can provide a value memory of the brand from the olfactory level, which is not the same as the visual memory such as clothing. Diesel's core product line includes jeans, denim jackets, T-shirts, footwear, accessories and more. Diesel's design style, which features unique washes, rough details, individual bruising and innovative tailoring, reflects their dedication to creativity and pushing boundaries.

Diesel was previously known for its bold and creative denim designs. In recent years, the resurgence of the Y2K aesthetic has continued with the creation of jackets, low-rise pants, and miniskirts made up of fluorescent, metallic and digital elements. The lively and bold design style that was popular 20 years ago has become a hot fashion trend again 20 years later. As a result, many brands have taken advantage of the trend and become the must-have fashion equipment for Y2K style boys and girls, and Diesel has become one of the most popular and famous brands among them. In the past, Diesel's iconic Demin collection, the iconic D Logo, and the iconic bright red color displayed in their Logo and store design are three visual codes that can represent their brand. Today, Diesel, known for its current trends and iconic D Logo tank tops and 1DR bags, has taken advantage of current fashion trends to establish a strong street style among world-famous stars and influencers on social media, quickly re-entering the industry conversation. Thanks to the trend of Y2K aesthetics, Diesel's big logo tank tops and bell bags have become a must-have chic outfit for celebrities and influencers. Diesel's big logo tank tops and bell bags capture the essence of the brand, bringing out the brand's unique style and bold creativity. The main reason why these products are so popular among consumers is celebrity exposure [5]. Especially since the 1DR series of bags appeared on the arms of American celebrities such as Miley Cyrus and Kylie Jenner, they have been sought after. Since Diesel's big logo tank tops and bell bags are popular among celebrities, influencers and casual fashion lovers alike and increase the brand's awareness, Diesel is likely to charge higher prices, increasing the brand's premium.

Diesel actively engages in provocative marketing campaigns and messaging that promote inclusion, diversity and self-expression, encouraging customers to embrace their individuality, be themselves and express their unique style [6]. The joint name of Diesel and Durex broke the tradition of the fashion industry, highlighted Diesel's bold personality style, and greatly increased Diesel's reputation in the fashion industry. Diesel and Durex joined hands to make the topic hot hormonal fashion stage, showing the characteristics of Diesel and Durex - to take the safe way while acknowledging the needs of the true self. It emphasizes the pursuit of fashion, personality and quality of the two brands [7]. Diesel acted in a way that was consistent with their rebellious and non-conformist style and succeeded in breaking with tradition and changing mainstream fashion.

4. The Brand Enhancement Method

Since Diesel has always been known for the brand's iconic denim collection, Diesel decided to collaborate with renowned Graffiti artist Banksy to completely transform Diesel's most iconic denim collection into a more luxurious, more noble denim work. Customers of Diesel's denim collection can

choose to customize a denim jacket in the form of the iconic Grafitti, drawn by Banksy himself, or customize their name and any design they like on the jeans. Diesel's collaboration with Banksy, one of the most iconic and famous graffiti artists, will thoroughly help Diesel increase their brand awareness, elevate their brand image, take their denim collection to the next level, and elevate Diesel's fame from the fashion world to the art world. This collaboration helped build Diesel's reputation and credibility.

Diesel should also take a cue from Blumarine's collaboration with Marc Jacobs. Blumarine, like Diesel, is popular online because of the Y2K era's millennial style. What's more, Blumarine also has some of the denim's signature products, such as the butterfly denim top. But Blumarine's level of luxury surpasses Diesel's, with prices typically ranging from \$500 to \$2,500. To collaborate with Blumarine, Diesel could use its signature D logo and denim, while Blumarine could use its classic butterfly element. Collaborations can include tops, denim jackets, jeans, denim skirts, denim shoes, and denim bags. It should be priced between \$400 and \$1,000. Collaborative products can be unveiled at fashion shows and sold only in pop-up stores in some luxury shopping malls. The scarcity of cooperative products will make more people willing to buy them.

Some of Diesel's stores are located in luxury shopping malls, but many are also located in non-luxury shopping malls. One of the major problems caused by Diesel making consumers doubt whether they should pay for brand products is that most Diesel stores do not have high-end designs and props to display brand products clearly, and the brand ignores the importance of product display to sales. The importance of display props is that they can highlight the characteristics of the product. Luxury goods often have intricate details and exquisite craftsmanship that are worth emphasizing. The right display stand can draw attention to these features and make the product more attractive to potential buyers. Luxury stores seek to create an atmosphere of sophistication and elegance, and a clear classification of products is key to creating this atmosphere. Well-organized stores with clear categories reinforce this image by demonstrating attention to product detail and a commitment to providing a quality shopping environment.

Diesel lacks brand recognition. Diesel should open an art museum to preserve and display artworks in order to impress more and more people with their culture. Diesel should look to the examples of Louis Vuitton and Cartier, whose displays in art museums are also linked to their visual coding.

In terms of brand promotion, Diesel should invite well-known stars to be spokespersons and cooperate with major fashion magazines to push the cover to improve brand grade and awareness. For example, Jisoo, a member of the girl group who wore Diesel strapless at Coachella and appeared on the cover of Vogue magazine, was invited to be the brand spokesperson and collaborate with Vogue magazine. Second, Diesel should set up shop in the world-famous large shopping malls. Examples include Bahnhofstrasse in Zurich, Switzerland, the Golden Quarter in Milan, Italy, and Avenue Montaigne in Paris, France. Diesel also needs to increase co-branded cooperation with well-known global brands. The co-branding of Diesel and Durex has greatly increased the brand's popularity.

5. Competitive Analysis – Balenciaga

Diesel is a fashion brand focusing on casual wear. The price strategy of this brand is in the upper middle level among fashion brands, but the brand has yet to meet the overall price requirements for luxury clothing. Balenciaga is also a fashion brand from the very beginning but has become a luxury brand. Compared to Balenciaga and Diesel bags, the two brands have similar styles, but the price difference is more than six times. Balenciaga's high pricing has a lot to do with its push from common fashion to luxury. Balenciaga's pricing and promotions have made it particularly popular among trend brands, even becoming the most popular top trend brand. The discussion on Balenciaga's high-priced pricing strategy and market heat seems to be an important way to study Diesel's brand development path.

Cristobal Balenciaga, the founder of Balenciaga, grew up with his mother, who made a living as a tailor, so he became interested in sewing clothes and even worked with the tailors of the local nobility. At the age of 12, Cristobal Balenciaga made a dress for Maria Micaela de Elio y Magallon, Baroness of Casa Torres, and received her financial support to go to Madrid for formal training as a seamstress. In 1917, Cristobal Balenciaga opened his first store in SAN Sebastian, officially establishing the brand Balenciaga. SAN Sebastian is a summer resort for the Spanish aristocracy and the European upper class, so Balenciaga's clients include members of the Spanish royal family, such as Maria Cristina and Princess Isabel Alfonso. Balenciaga settled in Paris, France, in 1936, opening a studio on Boulevard George V and holding his first fashion show. With the accumulation of fame, Cristobal Balenciaga gradually became the same as Coco Chanel, Elsa Schiaparelli's designer.

Balenciaga set off a revolution in women's fashion in the 1950s with high-waisted baby dresses, cocoon coats, and pompadour dresses, becoming one of the major brands leading the post-war fashion trend. During this period, Balenciaga cooperated with the French fashion brand Givenchy to launch straight dresses, which had an important impact on the silhouette of women's fashion at that time. Balenciaga began to innovate in the fabric sector in the 1960s, collaborating with Abraham, a Swiss fabric merchant, to invent Silk Gazar. Since then, Balenciaga has become a favorite of the Duchess of Windsor, fashion designer Pauline de Rothschild, socialite Gloria Guinness and many others in the fashion industry, and also designed the wedding dress of Queen Fabiola of Belgium. Balenciaga had a great influence and voice in the fashion industry at that time, Oscar de la Renta, Andre Courreges, Emanuel Ungaro, Mila Schn, and many famous fashion designers, such as Hubert de Givenchy, have been influenced by Balenciaga [8].

After the death of Cristobal Balenciaga, Balenciaga was acquired by the Jacques Bogart SA Group in 1986, relaunching the De Lix ready-to-wear line. In 2001, Balenciaga was acquired by Gucci Group, mainly engaged in men's and women's ready-to-wear, leather goods, shoes, fragrance and accessories, and entered the American market, and opened stores in New York, Los Angeles, Las Vegas, Honolulu, Dallas and other places, once again established Balenciaga as one of the most influential brands in the fashion industry [9].

In honor of Cristobal Balenciaga, the Balenciaga Museum was inaugurated in 2011 in Hertalia, Spain. To mark the 100th anniversary of the Balenciaga brand, the Victoria and Albert Museum in 2017 held the exhibition "Balenciaga: Shaping Fashion", featuring more than 100 of Balenciaga's clothing designs.

Balenciaga's strong history and a huge influence on the fashion industry is one reason why it is far ahead of Diesel. That's why, even with a similar style and design philosophy, the public is more willing to pay Balenciaga's high price.

Balenciaga has many representative products that are well-known around the world. One of Balenciaga's most popular shoes, the Triple S, has an explosive platform design and a colorful color scheme that makes it an instantly recognizable classic. Balenciaga T-shirts have always been one of the most popular items on the market and a must-have item for fashion lovers. Their designs are mostly simple but stylish, highlighting the brand's style and design philosophy. Oversized oversized sweaters from Balenciaga, with their oversized shapes and Balenciaga-inspired designs, gave oversized oversized sweaters a welcome addition to the fashion scene. Balenciaga's Classic handbags include Classic City, Giant 12 City, Bazar and other styles. With high-quality leather and innovative design Balenciaga bags always give people a strong and fashion-forward feeling; each style is a work of art [10]. Especially Balenciaga's biker bag, which has been popular for half a century. The popularity of Balenciaga motorcycle bags in recent years has been rising and is very popular. Balenciaga's biker bags have been featured in Vogue and other famous fashion magazines and have also been popular in celebrity street photos by Nicole Richie, Lindsay Lohan, Paris Hilton, Sarah Jessica Parker and others. In the busy pace of life, this motorcycle bag with capacity and practicality, and the design is full of retro atmosphere but combined with popular elements, is the best choice for every fashion person to show their unique personality. The neutral style and rich color of the Balenciaga motorcycle bag make the audience of Balenciaga motorcycle bag broader. These

products can often be seen on famous stars, Internet celebrities and models from many years ago to now, and people are willing to pay for their high prices. It can be seen that Balenciaga's representative products are far more than Diesel.

Balenciaga is as fashionable as Diesel, but the difference is that Balenciaga is a luxury brand, while Diesel has not yet reached the height of luxury brands. The biggest difference between Balenciaga and Diesel is not product price but history, culture and influence on the fashion world. If a brand is not strong enough to support the inflated price, consumers will not be willing to pay for it. Compared to Balenciaga, Diesel needs more brilliant designs and collaborations to create an impact on the fashion world. Diesel has the potential to make a big impact on the fashion world in the future.

6. Conclusion

The Italian denim fashion brand Diesel is best known and most iconic for its jeans. Through many efforts, Diesel has become a leader in denim, gaining fans all over the world. Diesel's brand positioning has been at a high level from the very beginning, and it has launched different series of products for different consumer groups. The popularity of Y2K style in recent years has allowed Diesel to capitalize on current fashion trends and establish a strong street look among world-famous stars and influencers on social media, quickly re-entering the industry conversation. However, Diesel still lacks brand recognition, and the brand needs to be upgraded. Compared with Balenciaga, which has become a luxury brand with the same style, Diesel lacks brand recognition and brand grade because it does not have a deep enough history and does not bring enough influence to the fashion industry.

The limitation of this paper is that its suggestions of Diesel to improve brand recognition and brand grade are not specific and comprehensive enough. If we can find out more aspects that Diesel needs to improve by comparing more similar brands, the suggestions for upgrading the brand will be more specific and comprehensive.

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