

Analysis Of Marketing Strategy of Age Z Luxury Group ----- Take Louis Vuitton as An Example

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Abstract. The theme of this thesis is luxury marketing. The analysis mainly takes Louis Vuitton as a case. It includes the analysis of the marketing strategy of Louis Vuitton, the brief analysis of the marketing strategy of Louis Vuitton and other luxury brands. And the successful marketing of other luxury brands for Louis Vuitton or the luxury industry. Using the method of literature review. The authors found that: Luxury brands that want to develop actively need to focus on implementing sustainable development and eco-friendly fashion. The implementation of sustainable development can also expand the consumer market for the brand. The use of network marketing in the Z era is divided into two aspects. The first is the combination of Internet science and technology and brand. The second is the brand promotion of the Internet platform. This is very important for any brand. In the era of Z, more and more consumers pay attention to the connotation of brand cultural value; Brands can choose co-branded objects in high-value areas if they want to get greater exposure when doing joint activities. Brands should always be ready to meet challenges.

Keywords: luxury marketing, The Z Era, internet marketing, consumer.

1. Introduction

The development of the luxury industry dates back to the 19th century. With the advent of the industrial revolution, the production efficiency of luxury goods has improved, and it has gradually been collectivized. In the 1980s, further development of luxury collectivization, and expand globally. Swatch, LVMH and Richemont were established one after another. As the world economy recovers and GDP per capita grows, the luxury audience has increased. The consumer market expanded. In recent years, the economic growth rate of China, India, Southeast Asia and some African countries is significantly likely to become new economic growth points. The luxury industry shows a trend of expanding market size, younger consumer groups and focus on sustainable development. With the development of the Internet, the luxury industry is also closely linked to the Internet. The most obvious is that brands sell online in combination with e-commerce and use Internet social platforms for marketing. There is also the use of data analysis and artificial intelligence technology to analyze customer preferences and implement precise push. For example, in 2018, Louis Vuitton cooperated with Mobike, which uses LBS big data system, when customers in Shanghai open the Mobike APP, they receive a Louis Vuitton brand exhibition invitation. Online limited-edition sales stimulate consumers' desire to buy. For example, the joint limited edition of Louis Vuitton and supreme mentioned later has greatly increased consumers' desire to buy. Using AR and VR technology to provide customers with virtual try-on experience. For example, in 2021, Xiaohongshu launched the metaverse digital art platform, Louis Vuitton has published dozens of digital art collections on the platform. At the same time, luxury also faces some challenges: the apparel industry is a huge polluter of the environment. The first is water pollution. Every year, the fashion industry uses more than 62 million tons of water for printing and dyeing. The rest are air pollution, Soil pollution, chemical pollution, etc. More brands increase competitive pressure and beware of fake and inferior products. For example, in 2013, Gucci sued Guess, which was gradually Guccified, and won the lawsuit. A decline in consumers' desire to buy due to economic instability, increase in raw material costs, etc. This paper analyzes the three marketing methods and shortcomings of Louis Vuitton in view of several of the above problems. Through precise marketing, luxury brands can build

connections with customers and increase their loyalty and establish brand image and subdivide customer groups. The luxury industry can mitigate some of the problems by looking at what Louis Vuitton is doing well, for example, learning from Louis Vuitton's environmental protection policy to alleviate environmental pollution, use brand co-creation trend and Internet platform promotion to increase consumers' desire to buy. For Louis Vuitton, finding out where it is lacking is good for the brand. For other brands, Louis Vuitton's success and marketing approach are instructive. The development trend of fashion industry is analyzed and to some extent influences the marketing methods of other brands and the marketing standards of luxury industry and understand the needs and psychology of consumers in the luxury market. Fashion brands make corresponding sales strategies according to consumer psychology, and spread the story of Louis Vuitton, it is the reader's deep understanding of Louis Vuitton.

This paper studies the marketing strategy of Louis Vuitton, one of the representatives of the luxury industry, in the Z era. The research objective of this paper is to summarize the excellent marketing methods that can be used for reference and the shortcomings of the brand to reveal the key factors of marketing strategy success. The paper is committed to providing brand promotion strategies for fashion enterprises to explore consumer motivations and attitudes toward brands, observe market trends and changes.

This paper uses CAS structure analysis and systematic review, the successful marketing case of luxury representative Louis Vuitton is studied. In-depth research on brand advertising campaigns, collaborative projects, etc. Analyzing sales data, through the comparison of sales data before and after marketing, it can be seen whether the marketing strategy is effective, and studying Louis Vuitton's public relations, cooperation with celebrities, stars, etc.

The paper starts with a brief introduction of the analyzed brand, Louis Vuitton. Then it analyzes the reasons for Louis Vuitton's success and its marketing model. It is mainly divided into brand co-name, brand and environmental issues, how brands use Internet marketing. Finally, the brand success is summarized, and suggestions are given based on the research results.

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2. The Creation and Development of Louis Vuitton

Louis Vuitton was founded in 1854 and has become one of the most valuable brands in the world. The brand began by designing and producing suitcases and leather goods for the French royal family. The Louis Vuitton monogram is a classic pattern of Louis Vuitton [1]. With the development of the times, Louis Vuitton kept classic elements and bags and added ready-to-wear and accessories. For fear of damaging the brand's image to loyal customers, so more attention is paid to the inheritance and innovation of classic products, rather than developing a lot of new products. In people's impression, Louis Vuitton symbolizes wealth and status, which is also one of the brand's marketing strategies. The brand keeps up with The Times by launching a series of artists. Game co-branding, exploring green marketing for sustainable development, emotional and career marketing, etc. [2]. For example, in 2003, Louis Vuitton and Takashi Murakami signed a joint venture. In 2012, Louis Vuitton and Yayoi Kusama, Louis Vuitton and Frank Gehry, Louis Vuitton and Supreme, 2017 tribute to Western art classic joint name, 2017 classic and pioneer style combination, 2017 tribute to Western art classic joint name, 2017 classic and pioneer style combination, 2022 Nike Air Force One limited co-signature. In 2023, she will co-sign with Yayoi Kusama for the second time, which is loved by young people and fashion people. Louis Vuitton has a precise market segmentation. This strategy has a broader consumer base than Hermes and Gucci [3]. The brand is segmented into income group and age group. The income group is divided into high-income group, Middle-class and vanity clients. The age stages are broken down into women of all ages [3]. In the Z era, online social platforms are

indispensable, Louis Vuitton is committed to building its brand image on online social platforms, promote the product and collect user feedback [3].

3. Louis Vuitton Brand Marketing Analysis

3.1. Co-branding

One of the reasons for Louis Vuitton's marketing success is the association of artists and brands in high-value areas. In 2003, Louis Vuitton teamed up with artist Takashi Murakami, because of the combination of east and West in Murakami's works, and formed a unique visual symbol of the trend, Popular with trendsetters. The joint venture also injected new vitality into Louis Vuitton. Louis Vuitton and supreme signed the brand in 2017. Supreme's red color and logo are combined with Louis Vuitton's classic floral patterns, Appear in denim coat, shoe bag, fashion play and other products. Before Louis Vuitton joined supreme, although both brands are well-known, but they also face some risks and challenges. Louis Vuitton's net profit fell 4.3% in 2014, in 2017, Fondazione Alta Gamma, among the customers who buy luxury clothing, Two-thirds of consumers prefer to buy casual fashion, not the old classic style [4]. The brand image of Louis Vuitton is mature and classic. Brands need to adapt to the market if they want to open up customer groups. At the same time, due to the limited market size of supreme, supreme needs to improve its brand awareness. So, the choice to cooperate with Louis Vuitton attracted more customers [4]. In addition, social media promotion is adopted in marketing strategy, Limited edition sale, price reduction strategy three [4]. Brands use Instagram in particular to get their message out, the limited release and price reduction strategies not only take into account the psychological demands of the young generation of consumers for diversity, but It also caters to young consumers who do not have enough money to buy traditional Louis Vuitton products [4]. Artists' co-branding not only attracts many young consumers and fashionists, and the celebrity effect, expand brand awareness using links from celebrities and their followers. Louis Vuitton and supreme are both in the high-value zone, both brands take their own needs and achieve win-win cooperation.

3.2. Environmental Commitment

Environmental commitment is to establish brand image and fashion industry development trend. Louis Vuitton makes environmental commitments in the following aspects: Responsible procurement, climate change response, the pursuit of innovative circular model. Responsible for procurement Louis Vuitton has set the strictest procurement standards for raw materials, commit to purchasing 100% of raw materials and completely abandoning single-use plastics by 2025, reduce carbon emissions and use LED energy-saving lighting in offline stores, use scraps to make new designs. In 2022, 71% of Louis Vuitton's factories passed ISO14001 certification. The use of biofuels to make sustainable fuels to replace traditional fuels. Louis Vuitton is committed to extending the life of its products, using recyclable or biological raw materials, consider product reparability at the beginning of product development, reduce the footprint of raw materials used in shop Windows and fashion shows. For example, 100% of the raw materials used to build the early Spring women's fashion show in 2023 were recycled and donated. As reported in lyst in 2019, the number of entries on "sustainable" increased to 66%, Searches for "organic cotton" increased 16% year over year, People also saw a 187% increase in views of sustainable denim [5]. The report collectively points to a problem that sustainable fashion is the way the fashion industry is going; Louis Vuitton's environmental commitment is in line with the trend of sustainable development. Louis Vuitton contributes to sustainability in the fashion industry in three ways, because Louis Vuitton is one of the most influential brands, and it also contributes to the solution of global environmental problems.

3.3. Network Marketing

In the Z era, online marketing is crucial for brands. In the Z era, Louis Vuitton used the Internet to improve brand awareness and sales again. Louis Vuitton online location 24 hours online customer

service, focus on interaction with consumers, setting up online platforms as important consumption channels. Louis Vuitton uses social media to drive traffic, in foreign markets, Louis Vuitton uses Facebook, Instagram, Twitter, Pinterest and other platforms [6]. In the Chinese market, Louis Vuitton actively uses Weibo, Little Red Book, Promotion on platforms such as Douyin and wechat, Launch or promote new products, fashion show time release, fashion information, etc. In October 2020 Louis Vuitton's collaboration with Dirieba has been retweeted 210,000 times [6]. Companies like instagrma and Pinterest are visual platforms [6]. Consumers in Era Z are more willing to pay for aesthetics. Therefore, the aesthetic marketing of the brand in the visual platform can bring huge traffic to the brand. Louis Vuitton cooperates with film and television; variety shows and other IP to increase brand exposure. To build a brand image, also actively carry out story marketing, resonate with consumers, deepen the emotional connection between brands and consumers. Through videos, articles and exhibitions, the brand tells the development and transformation of Louis Vuitton in the past 100 years. In 2008, Louis Vuitton teamed up with sound walk to create a special product that combined sound and navigation, And during the Olympic Games for Beijing, Shanghai, Hong Kong three tourist guide. The use of Internet marketing is crucial to the growth of luxury brands, although domestic and foreign platforms are different, but essentially it is about using the platform for promotion.

4. Suggestions

4.1. Focus on Sustainable Development

It is suggested that fashion brands pay attention to the importance of sustainable development for brand development and launch practical projects. First of all, sustainability is not only a trend in the fashion industry. It is also the development trend of other industries, but also the problem that all mankind should pay attention to. With the increase in textiles and fast fashion, Emerging pollutants accumulate in large quantities in the environment [7]. Second, Louis Vuitton's environmental protection policy has attracted environmentally conscious consumers, from a marketing point of view to expand the market, improve brand image and enhance competitiveness. In terms of production costs, although the technology costs have gone up, but the costs associated with environmental pollution are reduced. Third, there are other fashion brands besides Louis Vuitton that are doing projects related to environmental protection. Like Uniqlo's JOIN Clothing Power program, which uses 100% renewable fabrics, recycled polar fleece jackets are fabrics made of recycled plastic; AVAVAV, a pioneer fashion brand from Italy, has been promoting environmental protection, the second use of fashion products as the theme of dramatic brand promotion and runway. AVAVAV also uses environmentally sustainable materials to make flipper heels. AVAVAV's approach is to call attention to environmental issues, it also increases brand exposure. And vivienne westwood, who has been involved in environmental activism, it is worth mentioning that the Queen Mother herself has long raised public awareness of environmental protection through environmental publicity. Second, she encourages people to pay attention to the durability of clothing, Reduce people's excessive consumption of clothing. Not only did she affect consumers, but it has also influenced designers and brands to pay attention to environmental protection. Environmental protection has become a development trend, Brands that want to be pioneers and increase brand exposure need to capture the sustainability trend, implement environmental protection, and while improving product durability and optimizing the supply chain.

4.2. Enabling Digital Transformation

The Z era is an era of rapid development of the Internet. Despite the impact on brands that have been traditionally sold offline, but it is also an opportunity [8]. Before the global pandemic, much of the luxury industry is based on offline sales [8]. And then because of the pandemic, the hard-hit luxury sector also faces some challenges. For example, reduced passenger flow, supply chain disruption, difficult digital transformation, etc [8]. Many brands are looking for new sales channels to solve these problems. For example, Kenzo entered Tmall in early 2020; Subsequently, Cartier also officially

stationed in the "Tmall luxury"; In July 2020, Louis Vuitton set up an official online flagship store in China. Began to use the Internet, 3D, AR and other technologies to strive to achieve digital transformation [9]. In September 2022, Tmall Luxury partnered with Vogue and artists to use digital technology to bring Fashion Week into the metaverse world. This enhances the interaction with consumers and brings people a new fashion experience. Meanwhile, metaverse fashion is also a sustainable part of the fashion industry. Gen Z is more inclined to buy luxury goods online. So, this is an opportunity for fashion brands, Brand should grasp this characteristic and combine consumer psychology to do network marketing. For example, Tiffany&Co launched a "breakfast plan" on social media, let the majority of netizens think of Audrey Hepburn once starred in Tiffany's breakfast, invite celebrities and Internet celebrities to photograph their breakfast moments wearing Tiffany. In line with the brand's story and image, Tiffany has attracted extensive attention and resonance from social media users. On the contrary, fashion brands should pay attention to avoid marketing models that are inconsistent with the brand image to stop racial, gender discrimination and other topics. Brands should use the Internet to achieve digital transformation, make rational use of online marketing, analysis based on market big data.

4.3. Innovate and Lead the Fashion Trend

In the Z era, as consumers' personalities become more distinct. Consumers pay more attention to the connotation of brand culture, love independent and original design, and have increased demand for multicultural integration [10]. Gen Z grew up in an era of openness and diversity, be constantly exposed to new things, therefore, it pays more attention to express the personality of self and thinking about things. More receptive to new things, At the same time, pay attention to the connotation of brand culture. For example, supreme's street culture, which emphasizes free individuality, Gucci and Doraemon show the integration of different cultures, Nike just do it inspire consumers to bravely realize their dreams of brand culture and so on. To meet individual needs, many consumers like original designs. It is recommended that brands be original at the same time, in order to prevent designers from losing their motivation for innovation, Homogeneity of products and destruction of market fairness. By applying for patents and Copyrights; Using legal means; Raising public awareness and other means to combat plagiarism. Therefore, the brand should innovate, design leads the fashion trend and expresses the brand culture connotation

5. Conclusion

Due to the fierce market competition in Era Z, many brands lack innovation in order to meet the fashion trend, and more fast fashion brands appear. Meanwhile, due to the rapid update and iteration of fast fashion brands, a lot of resources are wasted, and pollution are caused. Many brands are marketing for marketing's sake, and the result is often the opposite.

Therefore, according to the authors of the above study, the approaches that the luxury industry wants to actively develop include the following. Luxury brands should grasp the characteristics of The Times, accept the challenges of The Times, and look for opportunities to seize the opportunities brought by The Times. Luxury brands should grasp the trend of sustainable development in the fashion industry and pay attention to environmental issues. Luxury brands should pay attention to the market cycle, adapt to the cycle changes, and adapt to market demand. Luxury brands should pay attention to design innovation and cultivate and promote design innovation talents. Luxury brands should use Internet marketing to expand the market. Luxury brands should enhance the connotation of brand cultural value. Luxury brands should avoid improper remarks when marketing, avoid initiating topics that cause discomfort to consumers, and output correct outlook on life, world view, and values to consumers.

This study not only summarizes the successful marketing strategies of Louis Vuitton and the luxury industry, but also gives examples of improper behaviors in the industry competition. Make a reminder for the brand, but also for the designer who wants to create a brand, the company provides

marketing ideas and negative teaching materials. Due to time constraints, the author does not analyze other successful marketing cases of Louis Vuitton. It is hoped that the original brands in the fashion industry can gradually replace fake and shoddy products. The number of corporate brands, designers and individual consumers concerned about sustainability is growing.

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