

**ENGLISH AND FASHION BRANDS PROMOTION:
CHALLENGES AND STRATEGIES**

Today's fashion industry is a global business, where borders between countries are blurred, and communication with customers occurs internationally. In this context, English has become not just a means of communication but a powerful marketing and branding tool. This universal communication code allows fashion brands to broadcast their values, aesthetics, and uniqueness to consumers worldwide. However, using English in marketing strategies poses several challenges for designers, especially those operating in markets where English is not the primary language. This article reveals the main difficulties and offers practical solutions to overcome them.

Globalization brought English into fashion. English has become the key tool in the creation of global fashion brands. It ensures efficient, transparent communication to an international audience and gives brands a certain status and association.

For example, some successful cases.

1. Nike, with its slogan «Just Do It», has created not just an advertising phrase but a cultural phenomenon that has crossed language and cultural barriers. This phrase embodies athleticism, determination, and the pursuit of excellence that resonates with audiences worldwide.

2. Off-White uses English-language inscriptions in quotation marks («SHOELACES», «SCULPTURE») as part of the design, turning the text into a visual element and creating a recognizable style.

3. Chanel uses English in its international campaigns while maintaining its French identity – this allows the brand to be accessible without losing its exclusivity.

The impact of English on online sales. E-commerce has become the primary sales channel for many fashion brands, and English operates as a standard language for product descriptions on international platforms.

1. The Farfetch platform offers detailed descriptions of clothing items in English, including technical specifications and cultural context, brand history, and styling recommendations.

2. Zara uses concise English-language descriptions and high-quality visuals to create a coherent product image.

3. According to statistics, Websites with high-quality English-language content have a 23% higher conversion rate for international shoppers compared to websites with content available only in a local language.

Challenges for designers. Language barriers. Insufficient English language skills pose significant barriers for designers seeking to enter the international market.

For instance, some fail cases.

1. During Milan Fashion Week 2019, an Italian brand made a grave mistake in invitations sent to influential fashion critics. Instead of 'exclusive preview', it was written 'exclusive prevue', which caused a wave of criticism on social media.

2. The Ukrainian designer, who launched a collection with a serious message about sustainable fashion, lost much of its emotional impact because of an inaccurate translation of the slogan, which was interpreted literally as «clothes that tell the story», thus stripping it of its original appeal and much deeper meaning.

3. A Japanese brand that tried to use English slogans on T-shirts accidentally created phrases that had comical or even offensive connotations for native speakers.

Cultural sensitivities. Understanding cultural differences is critical to successful brand operation internationally.

Dolce & Gabbana's 2018 campaign in China caused a significant scandal

because of its stereotypical portrayal of Chinese culture, poor translation, and the use of English-language comments perceived as offensive, which led to the cancellation of the show and a boycott of the brand in the Chinese market, which is estimated at billions of dollars.

Competition in creating unique content. Creating original English-language content is becoming increasingly difficult in an over-saturated fashion market. Research shows that over 60% of fashion brands use similar English-language descriptions and slogans, leading to a blurring of uniqueness.

Strategies for overcoming challenges.

1. Designers education, investing in language preparation.

Ukrainian designer Anton Belinsky invested in learning professional English, which allowed him to present his collections to international buyers and the press.

The fashion brand Prada provides its designers with courses in business English and creative writing to help them communicate their ideas efficiently.

2. Using professional resources.

Working with language experts can significantly improve the quality of English-language content.

Louis Vuitton has a separate department of English-speaking copywriters who work to create premium content for all markets.

3. Content localisation.

Adapting English-language content to local cultural characteristics is key to success in different markets.

The Swedish brand COS uses more minimalistic English-language content for the Japanese market, which aligns with local aesthetic preferences.

The American brand Tommy Hilfiger adapts its English-language slogans for the European market, de-emphasizing the American lifestyle and emphasizing the brand's universal values.

Summarizing all the above mentioned, English is not just a means of communication in the modern fashion industry but a strategic tool that can

determine the success of a brand at the multinational level. However, challenges associated with its use require a systematic approach and investment. Designers who understand the importance of high-quality English-language content and tend to invest in its creation gain a significant competitive advantage. They effectively communicate their creative vision, brand values, and the uniqueness of their products to consumers worldwide, thus not only expanding the geography of their brands but enriching their creativity through interaction with the global cultural context.

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