

A low-angle photograph of a woman with long dark hair, wearing an orange top, looking upwards against a clear blue sky. A thin crescent moon is visible in the upper right. The lighting is warm, suggesting late afternoon or early morning.

The Easy Guide to Fashion Marketing FY24:

Seven strategies for your influencer marketing efforts





Table of contents

Introduction	<u>4</u>
1 State of the industry	<u>5</u>
2 Industry trends & challenges	<u>8</u>
3 Vamp influencer strategies	<u>11</u>
Case studies	<u>15</u>

It's been a bumpy few years for the fashion industry as a whole.

A pandemic, cost of living crisis and European war have led to a challenging economic context.

Thankfully, it feels like the coming 12 months could bring some much needed growth and allow the industry to cautiously look ahead to greater stability.

The industry will be battling familiar challenges though, sustainability; diversity, equity and inclusion, and the wider economic context will all be top of mind for most fashion marketers.

We're also expecting to see some strong areas of opportunity around omnichannel marketing, social commerce, and emerging technologies.

So what does this all mean for your influencer marketing efforts?

Gratefully, there's plenty to be optimistic about. This guide aims to give you seven clear actions you can take away and implement into your own strategies.

We've taken all of the aforementioned context into consideration, and created approaches we believe will help you drive demonstrable business results.

Now let's dive in.



Luke McCarthy
Head of Content &
Communications

So, how 's it going?

Fashion is one of those industries that seems to perfectly track the macro-economic context. It was one of the most severely impacted industries throughout COVID-19, with retail sales in clothing and fashion stores declining by 28.5%.

However, it enjoyed a strong rebound throughout 2021 with revenues growing by 10.7% as the world opened up yet again. It then felt the impact of the economic uncertainty throughout 2022, dipping by 1.3%. So it's fair to say it's been a time of uncertainty for the industry as a whole.

Having said that, there are areas of promise. For example, the luxury sector is expected to grow between five and ten percent in 2023. In fact, the industry as a whole is expected to see between two and three percent growth this year.

Furthermore, it's thought that the industry will continue to see consistent year-on-year growth of 2.7 - 2.9% from 2024 through to 2027.

So it would seem the pains of the pandemic and the economic uncertainty of 2022 are, cautiously, behind the industry. This all means there's plenty of reason to be optimistic throughout FY24 and beyond.

It also means there's more opportunity to drive meaningful growth and value for your business through your creator collaborations.

We'll get to the specific strategies we suggest soon, first let's take a look at the wider industry trends we've seen of late, and the ones we expect to see continue throughout FY24.



1

The wider context

industry trends & challenges





1 The wider context: Industry trends and challenges

Before we jump into the strategies you can take away into your own approach, let's look at the wider industry context.

Sustainability

It's impossible to talk about the fashion industry in the modern context without touching on the environmental impact. With the industry accounting for approximately 10% of humanity's carbon emissions, it's a major issue that needs to be addressed. But we've seen clear trends pointing to both the industry and consumers taking steps in the right direction.

In fact, in 2022 there were close to 53m online mentions relating to sustainability and fashion. As consumers become more environmentally conscious, we're seeing an increasing amount of people moving towards the slower end of the fashion spectrum particularly through vintage and resell shopping behaviors.

According to Statista, in 2021, the global market value of secondhand and resale apparel was estimated to be worth \$96bn and its value is projected to reach \$218bn in 2026.

On top of this, we're also seeing brands lead the way in closed-loop solutions in their production. Brands such as Stella McCartney have pioneered the approach of using innovative materials such as bio-based fur, which requires up to 30% less energy to produce and causes 63% less greenhouse gas than conventional synthetics.

We're also set to see the introduction of Digital Product Passports that will provide further transparency for consumers to make more conscious choices.

We're also expecting innovations to help the industry combat its biggest challenge throughout the coming financial year and into 2024.

Social commerce

The social commerce market size is expected to hit \$1.3 trillion in 2023, exceeding the \$1 trillion mark for the very first time. This is no surprise when you know 87% of online shoppers use social media while making shopping decisions. Not only this, clothing will account for the largest share of social commerce purchases by 2025.

With all of this in mind, social commerce needs to sit highly on any fashion marketer's list of priorities. Every social media platform is smoothening the journey to purchase, so ensuring your social commerce approach is optimized, and you're taking advantage of all the unique functionalities each platform has to offer, is sure to lead to more conversions directly from social media.

To create that seamless shopping experience for your brand make sure your products are uploaded to each platform where relevant, embark on shopping initiatives such as live shopping, and take advantage of shoppable posts - particularly relevant for Instagram and Pinterest.



87%

of online shoppers use social media while making shopping decisions

23%

22%

21%

11%

✦ Industry trends & challenges summarised

- Sustainability
- Social commerce
- Technology - Web3, AI, VR
- Omnichannel & experiential
- DE&I
- Economic challenges

Technology - meta, AI, VR

Continuing with the theme of emerging experiences, it's hard to ignore the topic of technological advancements. A.I., A.R., and Web3 more broadly are set to take off in a major way over the coming year or so.

If 2022 to early 2023 was a period of early adoption of these innovations, then FY24 onwards is sure to see the wider adoption and greater understanding of them.

From virtual product try-ons to immersive virtual events, the fashion industry has been at the forefront of the adoption of these technological innovations.

The global A.I. in fashion market size grew from \$0.65 billion in 2022 to \$0.91 billion in 2023 at a compound annual growth rate (CAGR) of 40.0%. This is a sure sign that this technology, and the likes of A.R. and Metaverse, aren't going anywhere.

63% of Gen Z consumers express a strong interest in the metaverse and we're seeing its early adoption in the way Fortnite players can now dress their avatar in brands such as Balenciaga, while Roblox players spend thousands on virtual Gucci accessories. Where luxury has gone, the high street is, usually, soon to follow. Watch this space.

Omnichannel and experiential

It's no secret that brands are having to rethink their bricks and mortar experiences. As online sales continue to grow, the top brands are looking at how their stores can elevate their brand. Stores are beginning to be looked at in an entirely different way.

GymShark wanted their flagship store to be a place their community could gather. Nudie offers in-store jean repairs. Nike has incorporated the aforementioned

technologies. Oasis have introduced shoppable QR codes for their windows to truly connect the online and offline experiences.

Still not convinced this is a strategy you need to take notice of?

Maybe knowing that retailers who don't sell on multiple channels miss out on up to 30% of sales will do the trick.

Going omnichannel and making it experiential is sure to be a growing and evolving strategy, the sooner you embrace it, the sooner you'll be consistently driving value.



Diversity, equality & inclusion

Fashion has been amongst the top industries in terms of attempting to improve diversity and inclusion, both in front and behind the camera.

However, there's still a long way to go, in fact, 42% of insiders rate fashion's performance as 'poor' or 'very poor' in prioritizing diversity and inclusivity (D&I) as a core value. This shows there's still lots of work to be done.

This topic is only set to grow in importance as 75% of young consumers will boycott brands that they judge to discriminate against races or sexualities.

On top of this 50% of Gen Z consumers have purchased a fashion product from a category that doesn't conform with their gender identity.

These are all signs of a continuously evolving state of play when it comes to inclusion.

Brands need to keep this in mind throughout all of their communication touch points.

Representation across campaigns, amongst creator squads and throughout social media feeds is important.

What's even more important, is ensuring you're also living by these principles within your staffing and leadership recruitment. Our guide on [Purpose-Driven Marketing](#) covers all of this and more in far more detail.

75%

of young consumers will boycott brands that they judge to discriminate against races or sexualities



Economic challenges

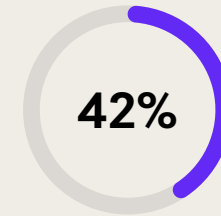
The macroeconomic context of the last 18 months or so cannot be ignored.

As consumer spending power declines, for many, clothing and fashion purchases are one of the first outgoings that are paused or decreased. Hence the industry's habit of tracking the wider economic context.

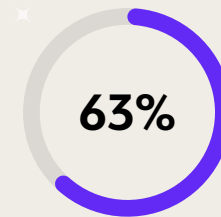
This was felt last year when we saw the dip in the market. However, the outlook is looking a lot brighter as we enter FY24 and the second half of 2023. In fact, it's this economic context that makes some of the previous points so relevant.

Reselling, in particular, is sure to see a boost as people aim to buy cheaper and make some extra money to help with the rise in living costs.

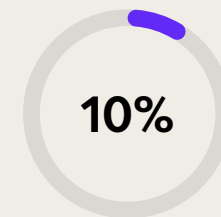
Equally, marketers are operating in a highly competitive market, so ensuring every channel is optimized and working together to the same goal is crucial.



42%
of insiders rate fashion's performance as 'poor' or 'very poor' in prioritizing diversity and inclusivity



63%
of Gen Z consumers express a strong interest in the metaverse



10%
of humanity's carbon emissions is attributed to the fashion industry

2

Take actions

Vamp strategies



The Easy Guide to Fashion Marketing

Vamp strategies

1

Use trends to drive differentiation

2

Boost organic to drive sales

3

Diversify your creator squad to target specific customer segments

4

Optimize your social commerce to deliver revenue

5

Build a pre-vetted creator squad to react to trends at speed

6

Lean on creator expertise to increase your sustainability messaging

7

Know your micro-communities to build deeper connections



1 Use trends to drive differentiation

The emergence of TikTok has brought with it the prominence of trends.

Whether it be challenges, short-term pop-culture trends or more consistent continuous trends, these can be a great way to drive differentiation.

The reason? Personality and virality.

This is a particularly crucial tactic for the mid-market fashion brands as, during economic uncertainty, the budget and luxury ends of the market tend to be far less effected by changing consumer behavior.

By engaging with trends, brands can show more of their humorous and creative side. One key issue here usually, is being able to react to trends at pace.

By building a trusted squad of creators, fashion marketers can react with speed to emerging trends across platforms.

This not only allows them to tap into the influencers' following, but also the trend's virality to unlock new audiences and brand relevancy.

Key considerations for building out a trends strategy

- 1 Carve out reactive creator campaign budget
- 2 Build a trusted squad of creators who can react at pace
- 3 Plan reactionary moments where possible - events, seasonality, industry awards etc.
- 4 Take advantage of continuous trends, allowing time to react to pop culture
- 5 Give your squad the creative freedom to produce content in the style they know works for the platform

2 Boost organic to drive sales

In tough economic contexts, marketers are under more pressure than any other time to drive positive ROI., marketers are under more pressure than any other time to drive positive ROI.

This is particularly true for channels such as influencer marketing, that aren't seen as a performance channel.

However, we're seeing the lines between brand and performance increasingly blur (some people are even going as far as to call it brandformance).

Our advice is always to take a more holistic view when proving the ROI of your influencer marketing effort e.g. having a defined always-on strategy, factoring in production costs, and having a robust measuring framework.

That would be a whole guide in itself.

However, one other key strategy is using your top performing organic creator content as ads.

This comes with a few benefits. Firstly, if the content attracted high engagement in an organic setting, it's sure to provide a better connection in paid environments.

Secondly, you'll be saving costs on what can be expensive ad video or photograph production (just make sure you've cleared the usage with the creator).

Finally, 61% of consumers trust the product recommendations they get from influencers.

Meanwhile, only 38% trust branded social media content. You can take advantage of this fact by boosting through the creator's profile.





3 Diversify your creator squad to target specific customer segments

Creators can help you to target and engage specific customer segments and personas.

They've already built strong and loyal followings by focusing on a specific niche. Looking for a creator with a minimalist aesthetic? No problem.

Maybe you're trying to reach an audience with a particular taste for luxury attire. There's plenty of creators out there you can collaborate with.

Not only does this route make it easy to be introduced to these specific segments, you've also got the added bonus that you're being introduced through a trusted source.

As already mentioned in the previous point, social media audiences trust influencer recommendations, this is even more relevant when targeting the likes of Gen Z.

As marketers, we no longer have to rely on keyword targeting or custom audience building to put our products in front of niche audiences.

Ensure you're building out a trusted and pre-vetted squad of creators that have a diverse set of audiences.

That way, not only will you be able to deliver messages at speed, you'll also be able to be highly specific and intentional with who you're partnering with and ultimately targeting.

4 Optimize your social commerce to deliver revenue

Experts predict social commerce will top \$30 billion in sales in 2023, making up 20% of global retail e-commerce sales.

On top of this, mobile, in particular, accounts for an increasing share of total U.S. online sales, reaching 41.8% of 2022 retail e-commerce sales. Still not convinced?

Although social commerce is nothing new, the above numbers, and the improvements every social platform is making to smoothen the journey to purchase, all point to what should be a very prosperous year for the channel.

So it's clear there's an opportunity. But how can creators help?

Firstly, if you're one of those brands still struggling or not even active on TikTok yet, look to creators.

They understand the platform better than anyone, they know the latest trends, which content formats work best, and can be your very own content generating machine.

Secondly, switch up your creator collaboration approach. Authentic reviews are trusted and creator sourced reviews have greater resonance than retailer generated reviews. Alternatively, creators are a fantastic way of demonstrating your products and experience.

Whether it be unboxing, tutorials, day-in-the-life (particularly good for bricks and mortar), reviews, or live experiences, there is a plethora of options in terms of content format.

You can then link these formats up with the social commerce options such as shoppable ads, shoppable videos, or simply linking to your mobile-optimized checkout experience.





5 Build a pre-vetted creator squad to react to trends at speed

We've already touched on this point in previous actions, but we really want to hammer it home.

The speed in which trends come and go is increasing, seemingly by the day. Particularly in the realm of pop culture trends.

To ensure you can react to these with the pace needed, you're going to need a squad of trusted creators that can be your go-to for this type of content.

Ironically, building that squad can sometimes take time. As you work with different creators, you'll get a feel for which ones understand your brand best and the data will be telling you which ones are connecting most effectively.

Over time you can optimize the squad of creators you collaborate with until, eventually, you're left with a team of

trusted partners who you can not only rely on to deliver messaging at speed, but also deliver that all important business value and brand safety.

In time, this will also come with the added bonus of improving your ROI.

By systematically phasing out the creators that maybe didn't connect so well or ultimately weren't the correct match for your brand, you'll be spending less money over time on trialing these collaborations.

The world of trends is particularly relevant for fashion marketers with content, style and social media trends to keep pace with.

This approach will help smoothen your route to market, and drive demonstrable business value.

6 Lean on creator expertise to increase your sustainability messaging

As we've already touched on, sustainability is arguably the biggest and most important issue facing the fashion industry today.

But how can creators come into play here? Before we go into that, we first want to stress a point that we've already briefly mentioned.

Consumers, particularly Gen Z, are becoming increasingly environmentally conscious, and they want the brands they shop with to be too.

However, with every brand being aware of this, and desperately trying to get Gen Z on side, it's leading to many companies being seen to be green-washing.

This means that words will no longer cut it. You need to be backing up your claims of environmentalism with action.

Whether that's improving your environmental impact on shoot, your carbon footprint in your production processes, or CO2 emissions throughout your supply chain and business travel.

Making some sort of commitment, and working towards it with clear actions is crucial.

Now we've got that out of the way. How can creators help?

Firstly, there are plenty of ethically and environmentally conscious creators out there who have built their following not only through their forward thinking style choices, but also the beliefs they hold and purchasing decisions they make.

Collaborating with these on a campaign or on-going level will ensure your brand is in front of consumers who align with your own environmental principles.

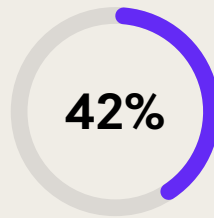




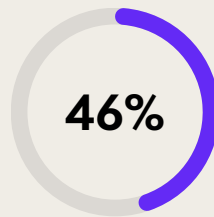
Or, to be more ambitious, why not explore working with one or a number of creators in more of a consultative role.

Can they help shape your long term goals? Can they help review your current approach?

Working with creators who are expertise in this field can not only help you to improve, but also bring a certain amount of validation to your brand and values.



of millennials and Gen Z are likely to shop secondhand for items



of fast fashion retailers reported a drop in sales since 2020



7 Know your micro-communities to build deeper connections

The rise of TikTok over the last few years has led to nearly every other platform redesigning their algorithm to the now-expected interest-based model.

Instead of predominantly seeing content from their friends, family, and followed accounts, users are now being served content related to topics that they have already shown an interest in.

As users interact and show particular interest (usually indicated through engagement and view rates) in content based around a certain topic, the algorithm will show more imagery and video to do with that specific theme.

Consequently, this has led to the emergence of micro-communities. These communities tend to sit within larger, existing communities.

As an example, within the wider fashion

community, you have retro, luxury, sustainability, and many more.

These communities tend to have a keener and more engaged interest than the broader community.

Brands can tap into these audiences by building out a list of micro-communities relevant to their offering and products and activating suitable content.

Not only will this approach put your brand in front of highly engaged customers, it will also help in other areas including reach, content ideation, and audience growth.

Creators can clearly help here as, by collaboration with existing influential figures within the community, you'll enjoy more immediate validation. Not to mention they'll nail the tone and aesthetic of the community.

The benefits of micro-community messaging

- 1 Reach a highly targeted, niche audience organically
- 2 Gain high reach by producing content around topics relevant to the target micro-community
- 3 Participating with highly engaged audiences around a topic will deepen your customer relationships
- 4 Communities generate their own trends. You just need to participate, rather than create concepts
- 5 Brands can participate in multiple micro-communities, leading to increased followings



As adoption of TikTok and Instagram search grows, social content will gain an SEO element and a longer lifecycle continuing to reach new users as they discover new micro-communities.

Best practices

Case studies



M&S

Creator content at scale drives engagement

M&S used the Vamp platform to create a content generation machine to support their always-on strategy. They wanted to promote five key product verticals, over the course of three months.

Approach

M&S wanted to scale their influencer marketing efforts during the all-important Q4 period of the year. To do this, they used the Vamp platform to simultaneously brief hundreds of creators, across five key verticals. They gave the creators complete creative freedom, leading to highly engaging organic output.



329
Creators

5.2M
Unique Reach

10%
Avg. Engagement rate

All content is original.
Created and formatted on Vamp's platform.



Mass online awareness for an offline launch

Vamp and Nike partnered to create a scalable influencer campaign to increase awareness and hype around the new Nike Store opening at Dubai Hills Mall.

Approach

Nike partnered with 10 Vamp fitness and lifestyle creators that had a broad audience appeal. The brief was kept deliberately loose, as Nike invited the creators to the new store to create content suitable for their followers. All content was shot for Stories, providing an even more authentic feel to the content, resulting in goal-busting reach.



10
Creators

202k
Impressions

200k
Reach

All content is original.
Created and formatted on Vamp's platform.

SELFRIDGES & CO

Engaging content that drives sales.

Selfridge's wanted to create awareness of their new campaign "Happy New Decade" and drive traffic to their website to maximise purchases.

Approach

Selfridges's used Vamp's platform to run a brand-led influencer campaign focused on key messaging amongst new audiences.

Vamp implemented a boosting strategy, designed to maximise sales and purchase value.



2,932%
ROAS

£5.38
Cost Per Purchase

320,830
Reach

All content is original.
Created and formatted on Vamp's platform.



Building a content creation machine

MandM Direct set out to build a content generation machine by scaling their creator collaborations using the Vamp platform.

Approach

MandM Direct collaborated with 103 creators over a period of 12 months to deliver a consistent output of content for use across all of their online touch points. By using the Vamp platform to brief multiple creators every month, MandM built themselves an ever-evolving library of assets to use in both campaign and always-on settings.



103
Creators

122
Pieces of content

12
Months

All content is original.
Created and formatted on Vamp's platform

About Vamp

Vamp is an award-winning influencer marketing platform. We connect global brands like Adobe, Estée Lauder, GAP, Nestlé and Volkswagen to a vetted community of creators, to drive brand awareness, consumer engagement, and purchase consideration through social platforms.

As a Meta Marketing Partner, TikTok Creative Marketing Partner, and YouTube Creative Partner, Vamp provides brands with an omni-channel, always-on solution to managing the entire lifecycle of their creator collaborations.

Founded in Australia in 2015, Vamp has run influencer marketing campaigns in 65+ countries through a global footprint of offices in key markets. Learn more at vamp.com.

