

# The Impact of Business Hot Spots, Fashion Trend Development and Audience Aesthetics on Fashion Management

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**Abstract.** Currently, fashion management is accelerating its digital transformation, with e-commerce and social media becoming the main promotion and sales channels. Sustainable development has become a core issue, and brands have adopted environmentally friendly materials and transparent supply chains. Consumer behavior tends to be personalized and experiential, driving brand innovation. At the same time, globalization and localization strategies run in parallel, and brands expand their markets through cross-border cooperation and KOL marketing. Technological innovations such as smart wearables and 3D printing are also reshaping the industry landscape. The development of fashion management is closely related to business hotspots, fashion trends, and the development of audience aesthetics. Therefore, this paper aims to explore the impact of these factors on fashion management. Specifically, in terms of business hotspots, the impact is explored from the perspectives of product design, brand management, supply chain management, and market and sales. In terms of fashion trends, it aims to help brands grasp changes in consumer demand in a timely manner and maintain market competitiveness. By analyzing trends, brands can predict market trends in advance and optimize product design and marketing strategies. In addition, trend research can also promote industry innovation, promote sustainable development and social responsibility practices, and lead the fashion industry to a healthier and more environmentally friendly direction. The significance of audience aesthetic research is to help brands accurately grasp consumer preferences and needs, so as to design more popular products. By understanding aesthetic trends, brands can effectively improve their market competitiveness and enhance consumer loyalty. In addition, aesthetic research can also promote brand innovation, ensure that it remains attractive in different cultures and markets, and achieve long-term sustainable development.

**Keywords:** Business hot spots, fashion trends, audience aesthetics, fashion management.

## 1. Introduction

Fashion management is a professional field in the fashion industry that studies market demand, trends and brand characteristics, formulates market strategies and marketing plans to enhance brand value and market competitiveness [1]. This major not only focuses on product design and aesthetics, but also emphasizes business operations, market analysis and consumer behavior, aiming to cultivate professionals who can cope with complex market environments. Fashion management includes multiple fields: marketing, brand management, sales strategy, and forecasting trends.

Currently, there are many factors affecting fashion management, covering technology, society, economy, environment and other aspects. Among them, the key factors are business hotspots, social media and short videos, fashion trend development, and audience demand. Business hotspots can quickly change the fashion industry landscape [1]. For example, the concept of the metaverse has become popular, and emerging business models such as virtual fashion and digital collections have continued to emerge, prompting fashion companies to explore new revenue growth points and marketing paths. Social media and short videos have become the key driving force for fashion communication. Massive fashion content is quickly spread on the platform. The dressing demonstrations and product reviews of Internet celebrities and bloggers can instantly trigger trends and greatly influence consumers' purchasing decisions. Brands can reach target audiences through precise delivery and platform algorithms to achieve efficient marketing. Fashion trends are changing rapidly. Global cultural exchanges and integration, cross-border artistic cooperation, etc. continue to

inject new elements into fashion. The prevalence of environmental protection concepts has promoted sustainable fashion to become a mainstream trend, forcing companies to comprehensively innovate from material selection to production processes [2]. Audience needs are becoming more diverse and personalized. Consumers are no longer satisfied with stereotyped products, and have higher requirements for the quality, design, cultural connotation and personalized customization services of fashion products. They pursue unique experiences and hope to express themselves through fashion.

Fashion management needs to keenly capture these factors, integrate resources, and coordinate brand strategy, product design, marketing promotion and other links to adapt to the dynamically changing fashion industry environment and achieve sustainable development and commercial success of the brand. The following article will analyze it.

## **2. The Impact of Business Hotspots on Fashion Management**

### **2.1. Product Design and Innovation**

#### **2.1.1 Leading the design direction**

Business hotspots can keenly reflect the changes in social trends and consumer preferences, thus providing a clear direction for fashion management in product planning [3]. Taking the healthy lifestyle that has been rising in recent years as an example, more and more people are engaging in sports such as fitness and yoga. This business hotspot has made sports and leisure fashion a new favorite in the market. Consumers' demand for sportswear is no longer limited to basic functionality, but they are pursuing a combination of fashion, comfort and personalization.

Fashion management departments need to accurately capture this change in demand and increase design investment and category expansion in sports and leisure series products [4]. For example, in addition to traditional sports suits, professional sportswear suitable for different sports scenes (such as running, cycling, swimming, etc.) should be developed, as well as fashion items that cleverly integrate sports elements into daily wear, such as sports-style hooded sweatshirts and casual pants with elastic materials, to meet consumers' diverse clothing needs in sports and daily life scenes.

#### **2.1.2 Inspiring innovative inspiration**

Business hotspots are like a rich treasure trove of creativity, providing a constant source of inspiration for fashion design. In an era of rapid technological development, cutting-edge technologies such as artificial intelligence and virtual reality have become highly anticipated commercial hotspots, and futuristic styles have also emerged in the fashion field. Designers are inspired by these technological elements and incorporate them into clothing design. For example, using futuristic reflective materials to make clothing present unique visual effects under different light conditions [5]; using smart fabrics to achieve functions such as temperature regulation and health monitoring of clothing; or drawing on elements from science fiction movies in clothing design to create fashionable items full of technological and pioneering sense. Some emerging technology hotspots also bring new possibilities to fashion design. For example, AI technology can generate unique patterns, color combinations and clothing styles, providing designers with more creative inspiration and design tools, helping brands quickly launch innovative products that meet market demand. These designs that incorporate inspiration from commercial hotspots can not only attract consumers' attention, but also promote the innovative development of the fashion industry and meet consumers' pursuit of novelty and uniqueness in fashion products.

### **2.2. Brand Management and Promotion**

#### **2.2.1 Shaping brand image**

Brands that actively respond to hot trends are more likely to gain consumers' favor and recognition. Fashion brands that participate in these public welfare activities and promote sustainable development will establish a socially responsible image in the minds of consumers, enhancing the brand's reputation and appeal.

At a time when environmental awareness is increasing, environmental protection has become an important commercial hotspot worldwide [6]. Many fashion brands have responded to this trend by launching a series of sustainable development products to demonstrate their support and commitment to environmental protection, thereby enhancing the brand's environmental image. For example, some brands use recycled materials to make clothing and extract fibers from discarded plastic bottles to make fabrics; some brands are committed to reducing carbon emissions in the production process and optimizing the environmental protection process of the supply chain. These measures not only meet consumers' demand for environmentally friendly products, but also allow brands to stand out in the market and attract consumers who pay attention to environmental protection concepts. By actively combining with commercial hot spots, brands convey positive and responsible brand values and enhance consumers' recognition and loyalty to the brand.

### **2.2.2 Expanding brand communication channels**

Different commercial hot spots have spawned a variety of marketing channels. Fashion brands need to flexibly adjust their marketing strategies according to hot trends and choose the most effective marketing channels to promote their products. In recent years, the booming development of social media and the influencer economy has become a commercial hotspot that cannot be ignored. They have brought new opportunities for the promotion of fashion brands.

Consumers spend a lot of time on social media, paying attention to fashion information, influencer outfit sharing, and other content [7]. Fashion brands have keenly captured this trend and actively cooperated with influencers, using their influence and fan base to promote products. Through the personal demonstrations and recommendations of influencers in short videos and live broadcasts, brands can reach target consumers more directly and arouse their purchasing interest. At the same time, brands will also publish creative advertisements, interactive activities and other content on social media platforms to attract user participation. Improve brand awareness and product sales The rise of the influencer economy has provided a new way for fashion brands to promote products and brands through their influence on social media, achieving rapid exposure and "breaking the circle" of brands, and attracting more potential consumers.

## **2.3. Supply Chain Management**

### **2.3.1 Supply chain dynamics in response to natural material market trends**

Changes in business hotspots will directly affect the demand structure of raw materials in the fashion industry. When natural and organic materials become market hotspots, consumers' demand for fashion products made of such materials will increase significantly. For example, natural fibers such as organic cotton and linen are favored by consumers because of their environmental protection and comfort characteristics [8].

In order to meet market demand, fashion brands need to establish close cooperative relationships with suppliers who can stably supply these raw materials. This not only requires brands to find high-quality raw material suppliers worldwide, but also to ensure the sustainability and stability of the supply chain. Brands may need to sign long-term cooperation agreements with suppliers and jointly formulate raw material procurement plans to cope with market demand fluctuations. At the same time, brands also need to pay attention to the price trend of raw materials, because the increase in demand caused by hotspots may lead to an increase in raw material prices. Reasonable control of procurement costs has become an important task of fashion management in the supply chain.

### **2.3.2 Optimize production processes**

Business hotspots cause the market demand for certain fashion products to change rapidly, which requires fashion brands to have the ability to flexibly adjust production plans [9]. When a hot product suddenly becomes popular in the market and the order volume increases significantly, the brand needs to quickly increase the production of the product. Brands need to optimize production processes, improve production efficiency, shorten product production cycles, and ensure that products can be supplied to the market in a timely manner by rationally arranging production equipment and human

resources. On the contrary, when the demand for a certain type of product decreases due to the shift of commercial hotspots, brands need to reduce production to avoid inventory backlogs. This requires brands to establish an accurate market demand forecasting mechanism, combine sales data, market trends, and changes in commercial hotspots, plan production plans in advance, and achieve optimal allocation of production resources.

### **2.3.3 Adjust supplier selection**

In order to meet the market demand for sustainable products, brands may be more inclined to choose suppliers who also pay attention to environmental protection and social responsibility, establish long-term and stable cooperative relationships, and jointly promote the development of sustainable fashion.

## **2.4. Market and Sales**

### **2.4.1 Create new market demand**

Commercial hot spots can stimulate consumers' potential consumption desire and create market demand that did not exist before [10]. For example, when smart home becomes a hot topic, consumers realize that they can improve the convenience and comfort of life through smart devices, thus generating demand for products such as smart speakers and smart lamps.

### **2.4.2 Enhance brand awareness and influence**

The first is to increase brand exposure: with the help of commercial hot spots, brands can get more exposure opportunities. For example, Bosideng and Gu Ailing walked the runway at Milan Fashion Week. Taking advantage of Milan Fashion Week, a hot event with its own traffic, by creating topics, it attracted the attention of many fashion circle users, sports circle users and ordinary consumers, and greatly increased brand awareness. The second is to shape the brand image: by participating in commercial hot spots, brands can convey their own values and cultural connotations and shape a unique brand image. For example, when environmental protection becomes a commercial hot spot, some brands have launched a series of sustainable development products to show their emphasis on environmental protection and establish an environmentally friendly and responsible brand image.

### **2.4.3 Expand sales channels**

The expansion of sales channels can be divided into two aspects: on the one hand, online channel expansion. The popularity of the Internet and mobile payments has made online shopping a commercial hotspot. Many brands have expanded online sales channels and sold and promoted products through e-commerce platforms and social media platforms. For example, live streaming has become a popular sales method. Brands cooperate with Internet celebrities to display and sell products through live streaming, attracting a large number of consumers. On the other hand, emerging channel exploration and commercial hotspots will also give rise to some emerging sales channels. Brands can expand their sales scope by cooperating with these emerging channels. For example, with the rise of the sharing economy, some brands cooperate with sharing platforms to place products in shared spaces for sales, which increases product exposure and sales.

## **3. The Strong Influence of Social Media and Short Videos**

### **3.1. In Terms of Information Dissemination**

#### **3.1.1 Fast dissemination speed**

Social media and short video platforms rely on Internet technology, and the dissemination of information is almost instantaneous. For example, when a major emergency occurs, users on the scene can shoot and upload videos in the first time, and the videos can be spread all over the world within a few minutes, allowing people around the world to obtain information simultaneously [11].

### **3.1.2 Wide dissemination range**

These platforms are not restricted by geographical space and time. As long as there is network coverage, any user can publish and receive information. Today, billions of people around the world use social media and short video platforms, allowing information to reach a huge audience in a short period of time.

### **3.1.3 Rich and diverse content**

The content on the platform covers a variety of fields and topics. News and information content can enable users to understand major domestic and international events; cultural and educational content can provide knowledge explanations and learning tutorials; entertainment and comedy content can bring joy and relaxation to users; life skills content shares practical life experiences.

## **3.2. In Terms of Cultural Dissemination**

### **3.2.1 It can promote the dissemination of popular culture**

The cultures of different countries and regions are widely disseminated and exchanged through social media and short videos. Users can easily appreciate cultural elements such as music, dance, and food from other countries, and enhance their understanding and knowledge of different cultures [12].

### **3.2.2 It can shape cultural trends**

Some short video content may trigger a wave of imitation and form new cultural phenomena or trends. For example, some dance and music works quickly became popular through short video platforms, triggering a large number of users to imitate and spread them, thereby promoting the development of related cultures.

### **3.2.3 It can inherit and promote traditional culture**

Through short videos and other forms, traditional culture can be presented to the public in a more vivid and interesting way. Many intangible cultural heritage inheritors have displayed traditional skills through short videos, attracting the attention of a large number of young people and promoting the inheritance and development of traditional culture.

## **3.3. In Terms of Economic Development**

### **3.3.1 Create business opportunities**

It provides new marketing channels for enterprises and businesses. Through short video advertising, live streaming and other methods, products and services can be accurately promoted to target customers, effectively increasing brand awareness and product sales.

### **3.3.2 Promote employment and entrepreneurship**

The threshold for short video creation is low. Many people have become Internet celebrities or creators by making short videos, realizing their self-worth and economic income. At the same time, it has also driven the development of related industries, such as video production, operation, and promotion, and provided a large number of jobs for the society.

### **3.3.3 Promote the development of e-commerce**

The integration of social media, short videos and e-commerce is becoming increasingly close. By embedding product links in videos and live streaming, it has brought a large amount of traffic and orders to e-commerce platforms, promoting the development of the e-commerce industry. Some Internet celebrities and creators have also maximized their commercial value by cooperating with e-commerce brands.

## **4. The Impact of Fashion Trends on Fashion Management**

The impact of fashion trends on fashion management is comprehensive and far-reaching, mainly in the following aspects:

### **4.1. Product Development and Design**

#### **4.1.1 Style orientation**

The fashion management team needs to pay close attention to the developments in the fields of culture and art, use big data and other means to analyze consumer preferences, and improve the accuracy of trend prediction. Fashion trends determine the style of products. For example, when sports and leisure style become a trend, the fashion management team should guide the design department to develop clothing with sports elements, such as hooded sweatshirts and sports suits [13].

#### **4.1.2 Focus on innovation and personalization**

At a time when fashion trends are evolving rapidly, consumers are increasingly demanding unique and novel products. This requires fashion management to pay more attention to innovation, encourage designers to continuously explore emerging design concepts, materials and technologies, and integrate different cultural elements and artistic styles into product design. At the same time, it is necessary to fully respect the individual style of designers and provide them with sufficient creative space to create recognizable and competitive products.

### **4.2. Brand Image Building**

#### **4.2.1 Positioning adjustment**

The image of a fashion brand needs to be positioned closely in line with fashion trends. If retro style is popular, brands can strengthen their image in this trend by exploring their own historical elements or launching retro series products.

#### **4.2.2 Concept update**

With the integration of social values into fashion trends, such as environmental protection and fair trade concepts, brands need to update their own concepts to match them and create a brand image with social responsibility.

#### **4.2.3 Visual image**

Design a simple and memorable logo that reflects the brand characteristics. For example, the logo of Apple is a bitten apple, which is simple and highly recognizable. Secondly, brand packaging design: the packaging should be consistent with the brand style. For example, Tiffany's blue gift box packaging has become one of the brand's iconic visual elements, which makes people recognize it at a glance. For store space design, if there is an offline store, the store's decoration style, display method, etc. should be consistent with the brand image. For example, Starbucks' store decoration creates a warm and comfortable third space atmosphere [14].

### **4.3. Marketing and Brand Promotion**

#### **4.3.1 Brand building and story marketing**

Build a brand story, including the origin of the brand, design concept and values. For example, a handmade leather goods brand can tell the story of its inherited exquisite craftsmanship and persistent pursuit of quality. Emphasize the brand's unique selling points, such as high-end custom services, exclusive design elements or the use of rare materials, so that consumers can have a unique brand perception.

#### **4.3.2 Digital marketing**

With the popularization of the Internet and mobile devices, consumers are increasingly turning to online channels to obtain fashion information. Social media, fashion blogs, e-commerce platforms,

etc. have become important ways for consumers to understand fashion trends and brands. Therefore, fashion management needs to increase investment in digital marketing, use social media platforms for precision marketing, and attract consumers' attention and increase brand awareness by publishing attractive content and holding online events. Digital marketing search engine optimization (SEO) and search engine marketing (SEM): Optimize the keywords of the brand's official website to improve the natural ranking in search engines; at the same time, you can carry out paid search advertising to increase website traffic. In addition, there is email marketing, which collects consumers' email addresses and regularly sends attractive content, such as new product previews, exclusive offers, fashion information, etc. [15].

## **5. The Impact of Audience Demand on The Development of Fashion Management**

The public's needs and preferences have a profound impact on the development of fashion management:

### **5.1. Product Development**

#### **5.1.1 Style trend**

The public's aesthetic trends and preferences directly affect the design direction of fashion products. If the public prefers a simple style, fashion management will tend to guide designers to use simple lines, solid colors and simple patterns in product design.

#### **5.1.2 Stimulate innovative thinking**

Consumers' demand for product functions prompts fashion brands to innovate. For example, as the public pays more attention to health and sports, smart wearable devices and sportswear with sports monitoring functions have been vigorously developed. The public's pursuit of new things has prompted fashion management to continuously explore new design concepts, materials and technologies, such as the application of environmentally friendly materials.

#### **5.1.3 Increased demand for customization**

As the public's self-awareness increases, the demand for personalized products is growing, prompting fashion management to introduce customized services, such as providing personalized pattern printing, embroidery and other services. The public's preferences determine the style direction of fashion products. If consumers are keen on retro style, fashion brands will invest more resources in developing retro series products, and retro elements will be reflected in the design of clothing patterns and patterns and accessories [16].

### **5.2. Brand Strategy**

#### **5.2.1 Adjustment of brand positioning**

The needs and preferences of the public affect the shaping of the fashion brand image. Fashion management needs to shape a brand image that matches the characteristics and needs of the target customer group. Brands need to adjust their positioning according to the needs of the public. If the target customer group pays more and more attention to environmental protection, the brand may position itself as a sustainable fashion brand, and revolve around the theme of environmental protection from product production, packaging to marketing activities.

#### **5.2.2 Conveying brand value**

Fashion management needs to convey the core value of the brand through various channels and establish emotional resonance with the public. For example, through brand stories, public welfare activities, etc., let consumers feel the unique charm and values of the brand.

### 5.2.3 Cultivation of brand loyalty

Meeting the needs and preferences of the public is the key to cultivating brand loyalty. Fashion management enhances consumers' trust and loyalty to the brand by continuously launching products that meet consumers' preferences and providing high-quality after-sales services.

## 6. Conclusion

In conclusion, fashion management needs to consider all these factors in an all-round way, and achieve the long-term development and commercial value maximization of fashion brands through flexible integration of resources, optimization of operation processes, and accurate positioning of the market, so as to gain a firm foothold in the ever-changing fashion wave. At the same time, the development of fashion through fashion management lies in promoting industry innovation and sustainable development through scientific strategies and efficient operations. It helps brands accurately grasp market trends and consumer needs, optimize product design, supply chain and marketing strategies, and enhance competitiveness. At the same time, fashion management focuses on digital transformation and data analysis to improve operational efficiency and reduce costs. In addition, it promotes environmental protection and social responsibility practices, and guides the industry to develop in a more sustainable direction. Fashion management provides important support for the health, innovation and long-term growth of the fashion industry. Fashion management is of great significance to the development of fashion. We must continue to learn and accumulate practical experience and pay attention to industry trends to help companies and brands succeed in the fiercely competitive market.

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