

Exploring the strategies and benefits of integrating fashion brands with tourism by analyzing the Valentino Pink PP campaign in Anaya

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Abstract. Using Valentino's "Pink PP" campaign in Anaya as a starting point, this study explores the strategies and benefits of integrating tourism and fashion brands. Through a comprehensive analysis of social media data, tourism statistics, and brand marketing reports, this study finds that brand linkage strategies can effectively increase brand awareness and destination attractiveness, social media communication and word-of-mouth effects play an important role in promoting brand development and tourism prosperity, and immersive experiences can enhance the emotional connection between consumers and brands and promote synergistic development between brands and tourism. Based on the above findings, this study puts forward three recommendations: fashion brands should fully explore their brand influence and enhance their market competitiveness through cooperation with the tourism industry; they should implement innovative marketing strategies by grasping the social media communication and word-of-mouth effects; and they should focus on the emotional resonance with consumers and consumer experience-centered marketing strategies, so as to realize the sustainable development of the brand and the enhancement of its market competitiveness.

Keywords: Fashion Industry; Brand Linkage; Social Media Communication; Immersive Experience.

1. Introduction

In 2022, with the relaxation of epidemic control measures, China's economy is gradually moving towards recovery, especially in the field of service consumption and service production. During this particular period, China's fashion consumer market has experienced a profound change from the previous basic consumption to emotional consumption. Consumer demand for brands no longer stops at the product itself but pays more attention to the brand's cultural core, values, and the story behind it. At the same time, the shopping mode and consumption experience have also become the focus of consumer pursuit. Consumers gradually favor the integration of online and offline, personalized customization, immersive experiences, and other new consumption modes, further stimulating market vitality. Conversely, the epidemic has severely impacted the global tourism industry, posing unprecedented challenges for China's tourism sector. Against this backdrop, Anaya, a new community-based tourist destination, has emerged. Anaya has a certain degree of popularity and influence in neighboring cities, attracting a large number of tourists with its unique community culture and rich tourism experience, but it is still not as well-known as traditional tourist destinations on a national scale. This suggests that the development of the country's tourism industry still requires innovation and transformation in order to adapt to changing market demands. However, Anaya's success also serves as a useful reference for China's tourism industry, foreshadowing a new direction for future tourism development.

Against this backdrop, Valentino's brand campaign, themed around the iconic "pink PP," integrates the brand's colors into the local landscape, demonstrating the brand's cutting-edge aesthetics and innovative spirit. The campaign continues to be a trending topic on social media, effectively raising brand awareness in China and creating a unique brand image. Simultaneously, the campaign drew numerous fashion enthusiasts and tourists to Anaya for photo shoots, thereby bolstering the local

tourism industry. The campaign also enhanced Anaya's international visibility, thereby contributing to the long-term growth of the local tourism industry.

Scholars have amassed rich research results in the field of tourism. For example, Zhang and Hu have thoroughly analyzed the current situation and trend of China's domestic tourism industry development and proposed practical development countermeasures [1]. The study highlighted the key role of tourism in promoting the development of the national economy and explored in depth the phenomenon of continuous growth of tourism consumption demand [1]. Additionally, the Tourism Research Center released a report that explores how China's tourism industry can adapt to shifts in market supply and demand, fostering high-quality development in the unique context of the epidemic [2]. The report also addresses the integration of digital economy innovation and the multi-industry nature of tourism [2]. Liu and Ye's collaborative research in the field of fashion brand awareness enhancement is quite representative [3]. The paper delves into apparel companies' marketing strategies in the new media environment, analyzing the characteristics and advantages of the new media environment and how these factors affect their marketing activities [3].

Although studies have explored the respective paths of tourism development and fashion brand awareness enhancement, there is no research on the integration of tourism and the fashion industry. The popularity of Anaya's "Pink PP" campaign has provided a new research perspective on the integration of the luxury fashion industry and tourism. Thus, the study's main goal is to find the best way for the tourism and luxury fashion industries to work together so that everyone benefits. The study will also examine the ways in which the tourism and luxury fashion industries collaborate to achieve mutual benefits, as well as how these collaborations can yield two distinct advantages. The practical significance and value of this study are remarkable, as it not only provides empirical support for the cooperation between the tourism and fashion industries but also demonstrates the potential and feasibility of mutual empowerment between brands and tourist destinations. Additionally, it provides important references for decision-making by the government, tourism managers, and fashion brands, aiding in the realization of the dual goals of economic benefits and cultural heritage.

This paper, which uses the Valentino "Pink PP" event in Anaya in the fall of 2022 as a case study, utilizes comprehensive information from social media data, tourism statistics, and brand marketing reports. It employs a combination of quantitative and qualitative analysis and case study methodology to investigate how the event can effectively enhance brand influence and promote the local tourism industry's prosperity. Through this case study, the paper further reveals the interaction mechanism between the branding campaign and the tourism industry and extracts a set of strategic frameworks aimed at promoting the synergistic development of the tourism and fashion industries.

2. Case Description

Valentino, founded by Valentino Garavani in Rome in 1960, began as a couture house and gradually evolved into an internationally recognized luxury brand. The brand has won the hearts of consumers around the world thanks to its unique design style and craftsmanship and has undergone a number of important transformations, including the launch of ready-to-wear lines and the expansion of its international markets. Marketers market Valentino as a high-end luxury product, catering to the global elite and fashion enthusiasts with high-quality products. Its core values include elegance and luxury, unique design, craftsmanship, and brand heritage.

In today's fashion industry, brand showrooms have gone beyond the traditional display function and become a key place for cultural communication and brand image building. Especially at a time when consumers' demand for experiential marketing is increasing, fashion brands have begun to explore cross-border cooperation with tourism, art, and other fields. It is against this backdrop that Valentino's Pink PP show was held in the Anaya Gold Coast community from September 21 to the end of October 2022, which not only showcased the Fall/Winter 2022-2023 collection but was also an innovative attempt to combine fashion with the tourism industry.

With the brand's theme color Pink PP as the main color, the show created a unique and modern aesthetic through a dialogue with the architectural space. In Figure 1, the brand decorated the Anaya Auditorium, the original Anaya stopover, in its signature color, making it a famous stopover for the event. Meanwhile, in Figure 2, the brand's spokespersons and ambassadors, dressed in the theme color, elegantly appeared in Anaya, leaving their mark at the event's stopover. Figure 2 showcases the elegant appearance of brand spokespersons and ambassadors, dressed in the theme colors, at the event's check-in points, contributing to the event's charm and attracting significant attention and traffic. Dressed in the Pink PP collection, the models weaved their way through the elaborate pink installations and architectural structures, creating a visual feast for the on-site and online audience. Figure 3 shows that the Pink PP Anaya limited-time showroom, in collaboration with renowned author Douglas Coupland, was the first to preview the capsule collection, interpreting the poetic connotations of the Pink PP collection through the power of literature. Additionally, Pink PP's limited-time café and numerous special pink installations presented themselves as surprises in various corners of Anaya's Gold Coast neighborhood, fostering the creation of unforgettable pink memories. During the event, interactive activities further deepened participants' understanding of the brand's culture and spread the brand's own design concept.



Figure 1. Anaya Auditorium in the brand's theme color “Pink pp” (Date source: <https://www.valentino.cn/events/aranya-event.html>)

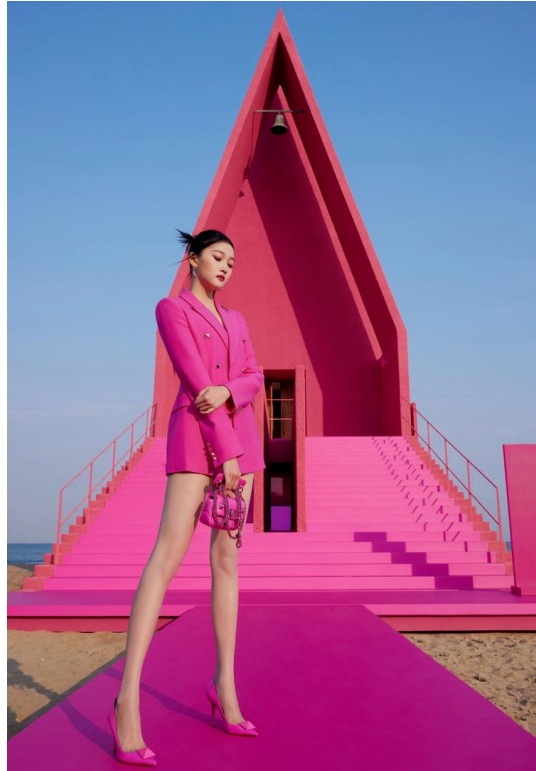


Figure 2. Brand Ambassador “Guan Xiaotong” (Date source: <https://www.valentino.cn/events/aranya-event.html>)



Figure 3. Valentino pink pop limited time showroom (Date source: <https://www.valentino.cn/events/aranya-event.html>)

This show not only set off a huge storm on the network, microblogging related topics read up to 150 million, the discussion broke 2 million small red book on the Anaya travel card views broke 40 million, the discussion of 1,080,000, and continue to dominate the list of hot searches, become a landmark event in the fashion industry, but also shows the brand influence of Valentino, for the integration of the development of the fashion and tourism industry to provide a successful case [4].

3. Analysis on Problems

3.1. Brand Effect and Destination Linkage Effect

As a global top luxury brand, Valentino has won a wide range of consumer groups and extremely high brand recognition globally for its excellent design and exquisite craftsmanship. The 2024 global luxury brand value ranking places the Valentino brand upstream in the global luxury brand sequence [5]. This undoubtedly highlights the status and far-reaching influence of Valentino in the minds of consumers. The show not only attracted the brand's loyal fans, but also attracted a high degree of attention from fashion enthusiasts and the media. Data revealed that up to 160 million people viewed Valentino-related videos during the event. At the same time, the fashion show also brought Anaya, a niche destination, to the global stage, becoming the center of attention in both the fashion and tourism worlds. According to Anaya's official data, during the event, the number of tourists increased by 21% year-on-year, social media discussions surged, reaching 1,080,000 on related topics on Red Book, and major social media platforms ignited a frenzy of card carrying.

According to Ritchie and Crouch's article, from the perspective of sustainable tourism, the destination marketing strategy was explored, including how to enhance the competitiveness of the destination through brand cooperation, proving the influence of the brand in the minds of consumers, and the role of brand linkage in enhancing the destination's awareness and attractiveness [6].

Through these theoretical and empirical studies, it is not difficult to find that the influence of brand has a significant effect on consumption, and by cooperating with well-known brands, tourist destinations can effectively use the power of brand to attract more tourists and enhance market competitiveness.

3.2. Social Media Dissemination and Word-of-Mouth Effect

According to the relevant data collated, "the reading volume of Weibo-related topics reached 150 million and the discussion volume exceeded 2 million; the browsing volume of Red Book topics exceeded 40 million and the discussion volume was 1.08 million" [4]. This huge social media heats not only brought significant brand exposure for Valentino but also directly promoted the growth of the number of tourists in Anaya scenic area. Visitors' carding behavior in the scenic area further enhanced the heat of discussion on social media, creating a sustained word-of-mouth effect and bringing long-term tourism footfall growth to Anaya.

An article by Godes and Mayzlin has examined the effectiveness of word-of-mouth communication by analyzing online conversations, demonstrating the importance of social media platforms in spreading brand messages [7]. A study by Hennig-Thurau et al. explored the impact of consumer-generated electronic word-of-mouth in the media on retailer power and sales promotions, further confirming the role of positive word-of-mouth effects in engaging consumers [8].

The platform's rapid spreading effect can dramatically increase the exposure of campaigns and brands. Positive word-of-mouth effects can further attract potential visitors and consumers to form secondary communication, a phenomenon that is particularly evident in the data on Red Book and Weibo. The case of Valentino's cooperation with Anaya not only demonstrates the power of social media in brand communication, but also verifies the importance of the word-of-mouth effect in enhancing the attractiveness of tourist destinations.

3.3. Cultural Experience and Immersive Marketing

The Valentino show not only showcased the brand's fashion creations, but also allowed the audience to experience art and culture consistent with the brand's core values through unique venue design and atmosphere creation. The elaborate stage and lighting effects of the show, along with the runway design that seamlessly blended with Anaya's natural landscape, collectively created an artistic atmosphere that went beyond the realm of fashion. This immersive experience not only improves the brand's image, but it also draws tourists to Anaya to experience this unique cultural attraction. In

addition, Anaya, with its own unique cultural and natural environment, has taken this cultural experience to new heights through the collaboration with Valentino, attracting a large number of tourists to experience this unique cultural feast.

In their article, Pine & Gilmore introduce the concept of the experience economy and explore how creating unique experiences can attract consumers, providing the theoretical basis for this [9].

Consumers don't just buy products or services; they seek unique experiences and emotional resonance. Brands and destinations can work together to create memorable experiences that engage travelers. Building immersive environments and situations can influence how consumers feel when interacting with a brand and further influence their attitudes towards it. Valentino's show in Anaya is a practical example of this theory, successfully shaping the brand's image and contributing to the cultural appeal of the destination by providing a unique immersive experience.

4. Suggestion

4.1. Collaboration with Tourism Destinations

The initial section of the problem analysis suggests that brands in the fashion industry should maximize their brand influence among consumers and adopt a brand linkage strategy by closely aligning with the tourism industry. This approach aims to improve market competitiveness and enhance brand attractiveness. The principles of brand impact theory and destination marketing theory strongly support this method.

Ritchie and Crouch's research sheds light on how collaboration between brands and destinations can boost the destination's competitiveness [6]. Therefore, this study proposes that fashion businesses should explore implementing brand linking techniques to increase brand value and extend their market reach. As an illustration, Gucci collaborated with the city of Florence to initiate the "Gucci Garden" endeavor, encompassing a museum, a garden, and a restaurant, with the objective of delivering an unparalleled cultural encounter. The initiative has effectively improved Gucci's brand reputation and substantially boosted the influx of tourists and tourism profits in Florence. The efficacy of this approach serves as further evidence that such tactics not only draw in a greater number of visitors and enhance brand visibility, but also generate fresh influxes of tourists to the affiliated places, resulting in reciprocal advantages. Hence, this study proposes that fashion companies should contemplate collaborating with tourist locations in their next marketing strategies to establish distinctive brand encounters, thus upholding their dominant position in the fiercely competitive market milieu.

4.2. Capitalize on Social Media Communication and Word-of-Mouth Effect

According to the second part of the Analysis on Problems, a strategic recommendation for fashion brands in the current market environment is to capitalize on the dual dynamics of social media communication and word-of-mouth (WOM) to implement innovative marketing strategies. A wide range of fashion brands can apply this recommendation, which aims to support them in maintaining stable, long-term success in a highly competitive marketplace.

The study by Xie and Zhang analyzes the impact of social media on the consumer decision-making process through a case study in the fashion industry, emphasizing the role of social media in shaping consumer attitudes and behaviors [10]. Drawing on the success of brands such as Amber Rose, they have significantly increased brand awareness and consumer loyalty through the effective use of social media and active word-of-mouth management. For example, Amber Rose has successfully increased its brand influence by posting makeup tutorials and product recommendations on Instagram, YouTube, and other platforms, resulting in a significant increase in sales of its "eyebrow pencil" products and more than 10 million social media followers, making Amber Rose one of the cosmetics industry's leaders in terms of social media influence.

Based on the aforementioned theories and practical cases, this thesis proposes that fashion brands should incorporate social media communication and the word-of-mouth effect into their future marketing practices, collaborate with fashion bloggers, actively manage word-of-mouth, and enhance their brand image through new social media platforms. This strategy not only helps to deepen the emotional connection between the brand and consumers, but it also expands the brand's market influence through users' spontaneous spreading behavior. As a result, fashion brands should place great importance on the strategic use of social media marketing and word-of-mouth management as an effective means to promote their brands' sustainable growth and market competitiveness.

4.3. Focus on Consumer Experience and Immersion Marketing

Fashion brands should prioritize emotional resonance with their consumers and implement consumer-centric marketing strategies, given the current market environment where consumers are increasingly seeking unique experiences and emotional resonance. A wide range of fashion brands can apply this recommendation, which aims to sustain their long-term success in a competitive marketplace.

Consumer behavioral theories reveal the critical role of experience and emotion in the purchasing decision-making process. Meanwhile, brand experience theory and environmental psychology theory further elucidate the importance of immersive environments and contexts in shaping consumers' brand interactions. Based on these theories, this paper proposes that fashion brands should prioritize creating memorable experiences for consumers and attracting their participation in future marketing practices. By creating immersive environments and contexts, fashion brands can not only improve consumers' perception and emotional connection to the brand but also strengthen the brand's market competitiveness. For example, Ralph Lauren collaborated with New York's Central Park to launch the "Ralph Lauren Holiday House" project, which showcases its home design concepts. The project gained popularity as a tourist attraction and garnered extensive discussion and sharing on social media, thereby bolstering the brand's image and broadening its impact.

Therefore, this thesis suggests that fashion brands should pay attention to the integration with the tourism industry in their future marketing practices and implement consumer experience-centered marketing strategies in order to achieve sustainable brand development and market competitiveness.

5. Conclusion

Using Valentino's "Pink PP" event in Anaya as a case study, this paper analyzes the possibilities and strategies for the integration of tourism and the luxury fashion industry. This paper finds that brand influence effectively boosts the destination's competitiveness; social media and word-of-mouth effects broaden the brand's exposure; and immersive experiences heighten consumers' emotional connection with the brand. Based on these findings, this paper proposes a brand linkage strategy, a social media marketing strategy, and a consumer experience-centered marketing strategy. These strategies provide a theoretical framework and practical reference for the integration of tourism and the luxury fashion industry.

The main contributions and innovations of this paper are that it fills the research gap by taking the integrated development of tourism and fashion industry as the research object, which provides a new perspective and theoretical framework for the related research; it proposes a strategy framework based on case study analysis and refines a set of strategy frameworks aiming to promote the synergistic development of tourism and fashion industry, including brand destination linkage strategy, social media marketing strategy, and marketing strategy centered on consumer experience, which offers a new perspective and practical reference for the integrated development of fashion brands. It provides practical references for fashion brands and tourist destinations, reveals the interaction mechanism, analyzes in depth the interaction mechanism between branding activities and tourism, and reveals how brand linkage, social media communication, immersive experience, and other factors work together to promote the integrated development of tourism and the fashion industry.

Of course, there are some shortcomings in this paper, such as the limitations of the case study. For instance, the case study of Valentino's "Pink PP" may not fully represent the overall situation of the integration of the tourism and fashion industries. Additionally, the limitations of data acquisition may result in incomplete or imprecise data, as the data is primarily obtained from public channels. Research integrates theories and methods from various disciplines, including tourism, fashion industry, marketing, and consumer behavior, to build a comprehensive theoretical framework that guides the integrated development of tourism and fashion industry. may be incomplete or inaccurate. Future research directions may include expanding case studies, selecting more fashion brands and tourist destinations of different types and sizes for case studies to validate and enrich the conclusions of this study; in-depth data analysis, utilizing more comprehensive and precise data to conduct in-depth analyzes, such as consumer behavior data, brand marketing effect data, etc., in order to reveal the deeper laws of the integrated development of the tourism and fashion industry; Interdisciplinary research integrates theories and methods from various disciplines, including tourism, fashion industry, marketing, and consumer behavior, to build a comprehensive theoretical framework that steers the integrated development of tourism and fashion industry.

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