

Fashion Brand Communication: Research on Marketing Strategies and Audience Construction of Fashion Luxury Brands on Weibo Platform

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Abstract. The popularity of social media in China is increasing, and Weibo is one of the most representative platforms due to its large user base. Weibo is one of the important platforms for fashion luxury brands to conduct marketing and promotion in China. This article uses case analysis to explore and analyze the marketing strategies and audience building of fashion luxury brands on Weibo in recent years. It analyzes and discusses their content production, celebrity endorsements or collaborations, interactive marketing strategies, localization strategies, and brand community building. This article finds through case analysis that fashion luxury brands commonly use localized content and build rich brand stories in their marketing strategies on the Weibo platform to stimulate emotional resonance among audiences. Moreover, fashion luxury brands also increase brand exposure and discussion through more diverse interactive methods and find celebrity endorsements, thereby increasing brand content output and user brand awareness. In addition, the high participation and brand identification tendency of Weibo's audience towards fashion luxury brands on the Weibo platform provides an opportunity for fashion luxury brands to respond to user feedback and complete content co-creation and audience construction in this process. This study helps fashion luxury brands understand their marketing strategies in the Chinese digital media environment and provides theoretical and practical references for the marketing of fashion luxury brands on Chinese social media platforms in the future.

Keywords: Marketing Strategy; Interactive Strategy; Brand Story; Celebrity Endorsement; Fashion Luxury.

1. Introduction

In the past 5-10 years, fashion luxury brands such as Givenchy and Gucci have achieved remarkable success in promoting and growing in the Chinese market. These achievements can be analyzed and elaborated in depth from two main aspects. Firstly, fashion luxury brands constantly innovate and improve their marketing strategies, and the updates and replacements of these strategies provide a strong impetus for the success of the brand. Fashion brands have successfully attracted public attention and increased brand awareness and influence by adopting diverse marketing strategies, such as collaborating with celebrities, hosting fashion shows, and conducting online and offline collaborative activities [1]. Secondly, China's vast social media user base provides a broad market space and potential consumer base for the promotion of fashion luxury brands [2]. Social media platforms such as Weibo, WeChat, TikTok, etc., have become important channels through which fashion luxury brands can interact with consumers. Through these platforms, brands can quickly spread information and establish closer ties with consumers [3].

In this study, the focus will be on exploring how fashion luxury brands use Weibo as a social media platform for effective marketing and promotion and how to build and expand their audience through this platform, which is also the core issue of the research. In order to conduct a thorough analysis of this issue, this study will adopt a case study approach to explore in detail the marketing activities of fashion luxury brands on Weibo [4]. Through research and analysis, this study found that the marketing strategies of fashion luxury brands on Weibo mainly focus on building brand stories to resonate with the audience. Fashion luxury brands market through celebrity endorsements and

opinion leaders. In addition, fashion luxury brands have further strengthened their connection with their audience and increased consumer loyalty to the brand through fan culture and community culture. In addition, fashion luxury brands also utilize localized marketing strategies for further marketing. This study will be written in the following structure: introduction, literature review, main body, and conclusion. Meanwhile, the introduction section elaborates in detail on the core problem that this study aims to address. This study is qualitative research, using case analysis as the research method to collect and analyze data. In the main body of the article, a detailed analysis of the case and the relevant findings obtained through the case analysis will be presented, and these findings will be discussed in depth. The conclusion section will summarize the main findings of the study and provide recommendations for future marketing strategies for fashion luxury brands.

2. Literature Review

In recent years, many scholars have conducted research on the marketing strategies of fashion luxury brands on the Weibo platform from different perspectives. Among them, some studies delve into the operational strategies of relevant brands on the Weibo platform through case studies. In 2018, Boardman et al. analyzed the views of Chinese millennials on luxury brand Weibo marketing through semi-structured interviews and found that the main driving factors for Chinese millennials to purchase fashionable luxury goods are the social status and entertainment brought by luxury brands. Moreover, the millennial audience on Weibo platforms showed a high level of enthusiasm for brand collaborations with celebrities [5]. In another study, researchers used a case comparison research method to conclude that fashion luxury brands enhance their user stickiness and brand awareness on Weibo platforms through key opinion leaders (KOLs) and personalized and cultural customized marketing strategies [6]. Among them, the views of Key Opinion Leaders (KOLs) on the audience's enthusiasm for brand celebrity collaboration mentioned in Boardman et al.'s research are quite similar [5]. In addition, at 2021, Zhang et al. empirically tested the impact of brand interaction on consumer cognition, emotions, and behavior on social media based on a questionnaire survey of 308 Chinese luxury consumers, indicating that the audience building and marketing strategies of fashion luxury brands on social media are correct and effective [2]. Secondly, cultural background also has a certain influence on the formulation of marketing strategies for fashion luxury brands on social media [7]. In the study by Shi at 2025, it was mentioned that companies or brands use celebrity effects on Weibo platforms to enhance their brand's marketing effectiveness, which is similar to the results found in the studies by Fan in 2024 and Boardman et al. in 2018 [5,6,8]. Overall, these existing studies provide rich and diverse materials for understanding the marketing of fashion luxury brands on the Weibo platform, including their marketing content strategies, celebrity marketing, interactive models, audience psychology, and other aspects. These materials provide a theoretical and practical basis for determining the marketing methods and audience building perspectives of fashion luxury brands on the Weibo platform for this study.

3. The Main Marketing Strategies of Fashion Luxury Brands on Weibo

3.1. Building a Brand Story

Fashion luxury brands focus on creating high-quality content on the Weibo platform to attract user attention and strengthen their brand image. Gucci has released an open-ended short story on the Weibo platform and invited consumers to participate in the creation of its story ending, creating a buzz and enhancing user engagement [9]. In a post about autumn and winter ready to wear on the Weibo platform in March 2025, Givenchy used Hubert de Givenchy, the founder of the Givenchy brand, to construct a story based on the design manuscript of a kraft paper bag buried in the wall of a cabinet. This story indirectly portrays the uniqueness of this season's products, coming from manuscripts from nearly 80 years ago, adding mystery and storytelling to this season's products, further attracting the audience [10]. Alexander McQueen's post on Weibo platform in February 2025 used a short film about the sea and dawn to tell the story of the creative inspiration for his spring and

summer collection, thereby enhancing the brand's storytelling and artistic quality, bringing freshness to the audience, strengthening the resonance between the audience and the brand, and enhancing the audience's willingness to purchase [11]. This type of content marketing not only spreads brand stories and values but also enhances user stickiness. Therefore, building brand stories has become one of the marketing strategies for fashion luxury brands on Weibo [8]. At the same time, artistic elements such as brand history and unique craftsmanship are integrated into the content marketing of fashion luxury brands. This approach allows fashion luxury brands to maintain their luxurious tone while spreading brand concepts through storytelling on Weibo and building a unique brand image.

3.2. Endorsement and Collaboration

Utilizing the celebrity effect is one of the core marketing strategies for fashion luxury brands on the Weibo platform. Weibo, as an open social platform, has a significant fan economy effect. Fashion and luxury brands can greatly increase brand attention and assist in marketing by effectively utilizing the influence of celebrities and key opinion leaders (KOLs) [6]. Moreover, fashion luxury brands Dulcet and Louis Vuitton have obtained more comments, interactions, and consumption from Chinese consumers who have a sense of belonging by inviting local Chinese celebrities to endorse their brands on Weibo platforms. This directly indicates that localized celebrity endorsements have a certain appeal in the context of social media platforms such as Weibo and also indirectly demonstrates the effectiveness of celebrity endorsement strategies for fashion luxury brands to enhance marketing effectiveness on Weibo platforms [12]. Givenchy released a photo of its spokesperson, Huang Xuanchen, wearing Givenchy clothing on the Weibo platform in mid-2025, which significantly increased the number of comments and followers on its Weibo account [13]. Overall, utilizing celebrities or key opinion leaders (KOLs) for marketing activities is a very effective way to expand brand awareness and influence on social platforms such as Weibo. By collaborating with these highly popular and influential individuals, brands can build interactions with their audiences, which not only promotes the widespread dissemination of brand information but also deepens the audience's understanding and recognition of the brand. In addition, through this interaction, brands can better communicate and interact with their audiences, thereby enhancing their favorability and loyalty towards the brand, forming a long-term and stable relationship [2].

3.3. Interactive Marketing

Due to the openness and interactivity of the Weibo platform, it can facilitate two-way communication between brands and consumers. Fashion luxury brands can leverage these features of Weibo to stimulate user engagement through various interactive marketing strategies, effectively deepening their connection and interaction with the audience [8]. Interactive marketing is an important factor influencing consumer behavior [14]. Fashion luxury brands engage in interactive marketing on Weibo through online activities such as lotteries, tests, challenges, responding to user comments, hashtags, and hot searches. Givenchy posts various voting posts on the Weibo platform. Comparing and voting with other brands, such as comparing one's brand spokesperson with other celebrities, can help brands enhance their influence and select more loyal customer groups [15, 16].

This type of interactive marketing can enhance consumers' awareness and emotional investment in the brand and gradually cultivate loyalty. Even if it does not directly convert users' consumption ideas into purchases, it lays the foundation for long-term brand loyalty. Therefore, interactive marketing strategies are regarded by scholars as the key to the success of social marketing for luxury brands [2].

3.4. Cultural Resonance and Localized Marketing Strategies

Fashion luxury brands can also enhance their marketing effectiveness through localized marketing strategies on the Weibo platform by posting about Chinese culture to achieve cultural resonance. Respecting local culture, beliefs, and other elements can help fashion luxury brands achieve better marketing results and sales in the local area [17]. For example, when the Burberry brand celebrated the Chinese Spring Festival, it released an interactive H5 page and a warm blessing topic through the

microblog platform and actively invited users to participate in it to share their holiday stories and blessings. This measure not only provides users with a channel to express emotions and share joy but also effectively deepens the emotional connection between users and brands, making the brand's image in the hearts of users friendlier and warm [6]. In addition, Balenciaga also posted New Year's greetings on Weibo platform during the Chinese New Year period in 2025, and edited relevant greetings based on the twelve zodiac signs of 2025. The Balenciaga brand combines traditional Chinese cultural elements, endowing its global image with local connotations and enhancing the cultural identity of Chinese audiences. In addition to localizing content, brands also focus on adjusting communication tone to fit the psychology of local consumers. This behavior reflects the respect of the Balenciaga brand for Chinese culture, which is beneficial for it to gain more favor from Chinese Weibo users or potential consumers. The localization marketing strategy of fashion luxury brands on Weibo not only expands their local brand influence but also showcases the brand's inclusiveness and respect for other cultures internationally, thereby further shaping the brand's international image.

3.5. Brand Services and Operation of Social Media Communities

Weibo is not only a promotional and marketing platform for fashion luxury brands but also a platform for fashion luxury brands to listen to consumers' voices and provide services for them. There are studies that consider online customer service for brands as a part of brand marketing [8]. Marketing can help improve customer satisfaction with the brand. Fashion and luxury brands can provide after-sales service to their audience through Weibo platforms, which can help them demonstrate their level of importance to customers and enhance users' goodwill and trust in the brand [18]. In addition, feedback from Weibo can also enable brand owners to collect user opinions on issues within the brand in order to accurately locate problems and correct them [19]. Brands can use Weibo to create discussion groups, establish relevant communities, and enhance brand audience stickiness.

4. The Construction of Audience Groups on Weibo Platform

4.1. Understanding the Characteristics of Weibo Audience

The target audience of Weibo platform is mainly the younger generation, including millennials and Generation Z. These groups have grown up with the development of digital media, and therefore, their perception of marketing behavior in social media is strong. Related studies have shown that the main reasons for the younger generation to use Weibo platforms are their social status, convenience, immediacy, and entertainment characteristics [5]. Fashion luxury brands meet the usage characteristics of these audiences through their marketing on Weibo. The coordinated endorsement of brands and celebrities meets the audience's demand for entertainment. The brand stories of fashion luxury brands enhance their luxurious attributes, thereby meeting the audience's demand for social status. At the same time, the construction of brand stories by fashion luxury brands also strengthens the brand's sense of authority in the minds of the audience [20]. Fashion luxury brands cleverly showcase the rarity and high-end nature of their products through Weibo, which not only attracts the attention of target consumers but also effectively enhances the mystery and uniqueness of their products. Through carefully planned content releases, these brands are able to create a charming virtual space where consumers can not only appreciate desirable fashion items but also feel the unique lifestyle and aesthetic concepts conveyed by the brand. Through this strategy, fashion luxury brands not only strengthen the audience's identity recognition but also further enhance the brand's attractiveness.

4.2. High Interactivity during Audience Building

The audience in Weibo has the characteristic of high interactivity. On the Weibo platform, the audience is not only the receiver of information, but also the producer and disseminator of information. Many brand fans engage in various interactive behaviors in the comment section of Weibo, such as forwarding, liking, etc., which also accelerate the generation of self-propagation effects [5]. These

interactive behaviors provide assistance for the marketing effectiveness of the brand, further expanding the brand's influence range. Moreover, the interactive behavior of brands on the Weibo platform can also help enhance consumers' emotional identification and brand loyalty [2]. In today's digital age, fashion luxury brands have built a highly recognizable audience on Weibo through carefully planned interactive strategies on social media platforms. The brand effectively gathers individual audiences scattered in various corners by publishing the latest news, exclusive content and interacting with fans through its official fan club account. In addition, through interactive activities such as offline brand launches and online topic discussions, the brand further deepens its connection with the audience, creating a strong psychological connection between the audience and the brand. This strategy not only helps to build the brand image, but also greatly enhances the stickiness of fans, making the audience more emotionally dependent on the brand. This strategy helps to gradually make becoming a member of the brand community a part of the audience's self-concept, and this sense of identity further consolidates the audience's loyalty and sense of belonging to the brand. Under such audience building strategies, brands have sunk into social media and engaged in equal dialogue with consumers, rather than existing as monopolistic communicators. Displaying brand affinity and listening to consumer feedback and suggestions on platforms with diverse audience groups such as Weibo can help alleviate the distance between fashion and luxury brands in traditional impressions and reconstruct the relationship between the brand and the audience.

5. Conclusion

Through research and analysis, this study found that the marketing strategies of fashion luxury brands on Weibo mainly focus on building a sense of class and identity, as well as attracting consumers through symbolic marketing methods. Fashion luxury brands have successfully shaped their unique image by publishing content closely related to fashion trends and collaborating with opinion leaders such as celebrities and internet celebrities. In addition, fashion luxury brands further strengthen their connection with the audience and successfully build their own audience through gender identity marketing strategies, fan culture cultivation, and brand localization strategies. Fashion luxury brands cleverly utilize gender elements in marketing by designing products that cater to different gender preferences and organizing targeted events to attract the attention of different gender groups. Meanwhile, by cultivating a fan culture and encouraging consumers to participate in brand activities, the brand has enhanced consumer loyalty to the brand. The localization strategy of the brand is reflected in the integration of local cultural elements and a sensitive grasp of local market trends, which enables the brand to better resonate with local consumers. It is worth noting that fashion luxury brands place more emphasis on cultivating audience brand awareness and loyalty in their marketing on the Weibo platform. This marketing direction is beneficial for fashion luxury brands to further expand into the Chinese market and enhance brand assets in the long run. In further research in the future, researchers can distinguish the marketing strategies of different types of brands on the Weibo platform, such as the differences in marketing strategies between fashion luxury brands and affordable sports brands on the Weibo platform. In addition, scholars can also explore the impact of emerging social media features on brand digital marketing. In summary, the practical experience of luxury brands in self marketing and audience building through Weibo not only provides theoretical basis for future brand marketing, but also valuable inspiration for marketing innovation in the era of social media for enterprises.

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