

# A Case Study of Art Marketing in Fashion Brand\*

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## Abstract

**Purpose** – This study examines the effects of art marketing management of the marketing mix in fashion, focusing on the cases of the leading global fashion brands in art marketing management.

**Research Design, Data, and Methodology** – This study was implemented using the content analysis method. Criteria, including product differentiation, promotion strategies, store strategies, and social contributions, were based on previous research, brand promotional references, and critical reviews in newspapers or professional magazines for various cases of art marketing management by fashion brands.

**Results** – To achieve product differentiation, art marketing management has borrowed images from artworks, and employed parodies and collaboration with artists; this has facilitated the pleasure derived from utilizing the artistic value of products. Promotion strategies were integrated with art performances, advertisements, and runway shows. Store strategies developed emotional feelings and a longing for brands among consumers. Reputational marketing of the social contributions made by corporations elevated the corporate brand image perceived by consumers.

**Conclusions** – This study's findings revealed that consumers can derive emotional satisfaction through art marketing that seeks to profit effectively by stimulating consumers' emotions. From an economic perspective, a convergence of art and marketing plays an important role in profit-making and satisfying consumers' emotions.

**Keywords** : Art Marketing, Art Marketing Management, Emotional Marketing, Culture Marketing, Collaboration.

**JEL Classifications** : M31, M37, Z10.

## 1. Introduction

### 1.1. Background

Today's businesses continues to seek the measures to increase customer value through brands and marketing strategies focus more on cultural value instead of the features of products and services. In recent years, marketing strategies aggressively connect cultures and arts with brands, which is referred to as art marketing. The purpose of art marketing is to enhance corporate images and corporate awareness through the added value of art. Due to a recent trend in which brand is equivalent to corporate image, art marketing is considered an investment for the differentiation of brand rather than one-off expenditure, which will in turn intensify the brand management by businesses.

A use of arts for designing brands and corporate images is increasing in various industries is a cultural trend in the 21st century and fashion businesses carry out art marketing through art foundations, art sponsorship, collaboration with artists, advertising campaigns and flagship stores, and so on. Art marketing of fashion businesses enhances corporate images and brand values as positive and creative ones, which in turn forms brand loyalty. Art marketing is actively used in the field of luxury goods, fashion and high end cars and is expanding its scope to the consumer goods for mass marketing. In particular, fashion businesses aiming at global brands take the lead as a cultural business through integrative and in-depth approach to a wide range of modern arts and cultures.

### 1.2. Purposes and Methods

The purpose of this study is to examine the effects of various art marketing managements from a point of view marketing mix, which are product differentiation, promotion strategies, store strategies and social contribution as a reputation marketing in fashion brands, focusing on the cases of global luxury fashion brands that have been leading of art marketing strategies on the base of tremendous fund power and planning abilities.

Content analysis method was employed to implement this study. Various cases of art marketing managements in global fashion brand were researched on this paper, based on the previous researches, brand's promotional references, and critical reviews on the newspaper or professional magazines, including

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webzine. The criteria for the analysis include product differentiation, promotion strategies, store strategies, and social contributions, and effect of art marketing.

And this study will be expected to put effects of art marketing managements to use of national fashion brand in the future.

## 2. Art Marketing

### 2.1. Concept and Features of Art Marketing

Art marketing is used to improve or enhance corporate images and stimulate the emotions of consumers by adding a cultural code to the products and services of businesses and eventually increase the sales of businesses. The purpose of art marketing is establish a partnership on which businesses and artistic and cultural fields are able to cooperate with each other for mutual benefits in order to manage corporate images strategically. In short, art marketing refers to an advanced emotional marketing strategy integrated with art, which enhances the corporate images and corporate awareness through a use of art infrastructure. Thus art marketing is a type of emotional marketing that aims to stimulate a various emotional needs of consumers by securing competitiveness through the differentiated goods based on artistic emotions across the entire marketing field.

Art marketing is a marketing paradigm which recognizes art and culture as an environment to encourage consumption, and businesses and culture and arts exchange their roles between artistic values and popularity through the strategic alliance based on a partnership, where businesses and culture and art suggest new artistic perspectives that suit the corporate objectives by borrowing each other's roles based upon eclecticism - an expressional attribute of modern art - and maximizes the marketing effect based upon the expressional mode of goods and the artistic value differentiated through PR strategies. The organic interaction between convergence services is the feature of art marketing and is composed prudently so that art marketing is able to stimulate consumers' purchasing needs crossing a border between online and offline due to the expansion of palatability-centric consumption pattern and furthermore pursues direct earning. A connection between art marketing and profit structure is the most notable feature of art marketing which differentiates art marketing from cultural marketing.

Art marketing appeals to consumers' emotions through differentiated goods whereas the production-oriented marketing in the past aims the distribution through mass production. Until the 1990s, marketing has managed consumers by creating and disseminating values focusing on features of goods and benefits of consumers whereas modern marketing maximizes the abstract and symbolic implication of goods beyond the value of a good itself and adds an artistic value so that consumers can interact with goods. Thus art marketing gives a life to brands through art and shifts the consumption pattern from quality in an effort to overcome the limitation of the existing brand marketing and

highlights brand images, which will have a potential influence over consumption. Businesses accomplish customer value and customer satisfaction through art marketing and consumers take on values above the price they paid

Meantime, as digital media-based eclectic cultural codes have expanded, the art marketing in fashion industries has diversified the expansion modes based on eclecticism. Art marketing, having considered a culture as a marketing environment for promoting consumption, has promoted culture and art projects that integrate culture and art with corporate images. Furthermore artists took part in designing goods and promotion, which in turn promoted design projects that strengthen brand competitiveness and business profit. This change implies that the partnership mode between businesses and art and culture has shifted to practicalism-sharing consumers on the basis of a culture.

### 2.2. Art Marketing and Brand Management

Modern consumers are likely to purchase the goods focusing on the psychological value of goods rather than the functionality or quality of goods, and brands take charge of those functions. Furthermore how brand images are perceived by consumers and potential consumers are critical to marketing managements. Thus to utilize brand values, it is essential to clearly determine brand identity and establish the marketing strategies for the differentiation after considering the nature and attributes of the corresponding brand. Consumers sometimes satisfy their needs of self-fulfillment through brands and pursue their lofty ideal. For proactive consumers who consider brands as a mental exchange value and, furthermore, a symbolic exchange value rather than a material exchange value and also as a means to express a social status, art marketing to approach them intimately and differently can be accomplished by a branding strategy - a type of high value of cultural marketing.

In a modern society, due to the intensification and expansion of knowledge information, human's intellectual and emotional asset is the most critical in generating business profit and it shifts from material and technical fields to emotional and cultural fields. In recent years, the technology industry attempts an emotional approach as the differentiation faces the limits. Thus securing competitiveness through emotional technology to provide consumers with technology and cultural value simultaneously is a challenging task for businesses to take.

### 2.3. Type of Art Marketing

Art marketing is categorized into 'Culture for Marketing' from a corporate perspective and 'Marketing for Culture'- the application of marketing approaches in Art and Culture. The types of art marketing can be categorized into 7P elements from a corporate perspective by borrowing 4P- a marketing mix concept: Products, Price, Place and Promotion- and adding a service marketing concept: People, Physical Evidence and Process as shown in <Table 1>.

Art marketing includes a wide range of fields such as art, music, literature, theater, film, design, etc., whereas businesses are able to carry out their marketing managements by reflecting the attributes of art. Art marketing managements can be categorized into product planning, place marketing, external customer management, internal customer management and reputation marketing.

<Table 1> Types of Art Marketing for Marketing Mix

Art Marketing Mix	Contents
Product	Product differentiation through art and collaboration with artists for the Product Differentiation strategy
Price	Putting premium and securing price competitiveness through art for the Price Discrimination
Place	Leasing with theaters or galleries and establishing a cultural infra. Stores as a complex art space.
Promotion	Artistic Advertisement used and art masterpiece. And cultural events and promotional plans.
People	Stores that prompts customer experience and highlight an interior design. Stores as an artistic experience space
Physical Evidence	Providing a corporate culture to executives and employees through art and culture
Process	Operation by expert groups inside businesses
Caused-Related Marketing	Social contribution through art and culture as a reputation or public marketing, Sponsorship, Mecenat, Exhibition, Awards

2.3.1. Product Planning: Enhances the dignity of a brand by adding aesthetic and artistic value to products. Thus, it is a product differentiation strategy through art. To this end, artists and businesses jointly design goods and integrate the artistic works with products to enhance the brand images, which is the most widely used in fashion industries.

2.3.2. Place marketing area: Directs cultural experiential spaces under the artistic themes-directing stores as a complex art pace for aesthetic experience. Furthermore this is able to enhance the corporate images by establishing an infrastructure where culture and art can be experienced – art galleries and theaters. Fashion brands can use fashion show strategies in collaboration with artists.

2.3.3. External Customer Management: Uses the aesthetic sense of customers upgraded through due to the generalization of art in developing new products or designing customized products and is able to satisfy the creative needs of Artsumers(Art+Consumers) in a digital environment by operating 'Interactive Art Program'.

2.3.4. Internal Consumer Management: Improves the com-

munication skills and creativity of employees through the cooperative programs in collaboration with artists and furthermore resolves the internal issues of businesses creatively and motivate the organizational members for creativity and innovation simultaneously.

2.3.5. Reputation Marketing: Improves corporate images through sincere art sponsorship, establish a partnership enabling a joint growth with art beyond simple donation, and provides the residents with the opportunities to enjoy art. Though this, brands are able to make social contribution.

## 2.4. Reviews of Previous Study for Art Marketing

Most of previous studies of art marketing in fashion were examined product planning of collaborations with artists and using of art works, and also discussed to improve brand value for art marketing managements.

Rhee & Kim (2009) were examined that art marketing skill were appeared in more fields, which were bring bigger synergy effect between corporation and consumers. Accordingly, their study discussed the relationship between art collaboration and marketing, and that corporations might use their results as marketing data to pursue consumer satisfactions.

Park (2010) made mentions that art marketing was to improve competitive of companies by combining art with marketing. And the relationship between companies and brands were examined in order to explain the important of brand in business, and changes in brand management activities of companies and correlations with art marketing were examined.

Lee (2012) suggested that art marketing provided differentiation for corporate since the artistic sensibility has conflicted the products and it satisfied consumers' aesthetic desire, which in the end brought more profits.

Kim & Kang (2012) recognized that art marketing was a marketing paradigm as an environment for promoting consumption. They demonstrated that the development of marketing was changing in response to people's need by deriving the characteristics of art marketing based on cases of art marketing in the field of contemporary fashion in the 21st centuries.

Furthermore, Rhee & Lee (2011) interpreted a meaning of the art marketing in the modern society through theoretical consideration of the art marketing and flagship store. They also analyzed the cultural components and characteristics of art marketing of luxury brand flagship store. It could be achieve a leading brand image by providing superb cultural and artistic values based on innovative and creative ideas.

Baek & Bae (2012) proved art and culture in luxury fashion brand was applied to develop creative products, and to promote unique brand identity.



## 3. Art Marketing Managements in Fashion Brands

Art marketing managements in fashion brands can be catego-

rized into product planning, place marketing, external customer management, internal customer management and reputation marketing.

This case study was discussed to art marketing managements in global fashion brands from a marketing mix point of view on products differentiation, promotion strategies, store strategies, and social contributions as shown in <Table 2>.

<Table 2> The Case of Art Marketing Managements in Fashion Brand

Product Differentiation through Arts	Promotion Strategies Using Art	Store Strategies - Culture and Art Complex	Social Contributions through Arts
			
Claudette dress in Mondrian	Marithé and François Girbaud, Ads., 2005	Louis Vuitton flagship store and Land Mark in Paris	Chanel's traveling art gallery
			
Louis Vuitton 2003	Yves Saint Laurent, Ads 1998	Louis Vuitton NYC Flagship store	Prada skirt collection, Prada Epicenter in Tokyo
			
Louis Vuitton 2008	Reebok, Ads, 2008	Louis Vuitton NYC Flagship store, bag bar	Prada Marfa, The House of Gray Malin Photography
			
Coach, 2012	Louis Vuitton 2013 SS show	PRADA Flagship store	Hermès' lively scarves exhibition, Masion Hermès Tokyo
			
Nicholas Kirkwood, 2011	Louis Vuitton 2013 SS Ads campaign	New York's Prada Epicenter	Hermès Foundation Missulsang 2012 at the Atelier Hermès

			
The Bally, 2011	Mark Jacobs FW 2012 show	Christian Dior's Tokyo Boutique	
			
Tommy Hilfiger, 2010	Dior haute couture show 2012	Raf Simons' flagship boutiques in Tokyo	
			
Coach, 2012	COMME des GARÇONS' 2013 SS show	DeBeers window display, 2012	
			
Jimmy Choo, 2012			

### 3.1. Product Differentiation Strategy through Arts

The purpose of art marketing in fashion brands which is the most widely recognized is to display the brand concept through the image of products borrowing the images of the exiting works that suit the product concept or using parody to take advantage of artistic value and awareness and also let consumers feel freshness.

As an example in which fashion designers used modern art works in their clothing, Yves Saint Laurent used modern arts for his Mondrian dress in 1965. In particular, the artworks of Mondrian are used not only for clothing but also for a various fashion categories. Over the years, Mondrian's fabulously artwork has become an amazing inspiration for today's' fashion. Starting back in the 60's, when YSL took the famous color pallet and pattern for a MODs' dress, the trend has bloomed. Also, Claudette dress in Mondrian of Kate Spade did an adorable job making their Mondrian-pieces a touch on the girly side, edging away from the primary colors. See <Figure1>. And then Gianni Versace's Marilyn Dress was applied Andy Warhol's artwork in Haute Couture collection.

Another example, there are collaborations with artists for the product differentiation strategy. In this case, an artist designs a new product and a designer who is recognized as one brand enhances corporate images. There are a few cases in which the ideas of artists are successfully brought into the products in the fashion industry. As an example, Marc Jacobs in LVMH

jointly worked with very famous Japanese pop artist Takashi Murakami and world-famous graffiti artist Stephen Sprouse and introduced Monogram Bags. In this design, unique Japanese characters and Louis Vuitton met with each other and created very a unique and emotional product. Louis Vuitton traditionally uses brown color for its monogram pattern to highlight the conservative image. However, they created light and colorful images in the white background which does not seem to match the traditional monogram of Louis Vuitton, yet the product was a tremendous success<Figure 2>.

Richard Prince who is American Modern Pop Artist came up with the concept for LV's Spring-Summer 2008 campaign<Figure 3>. It's not the lovely ladies' medical-minded fantasy costumes that will attract the most attention. The purse was expected to be the most sought-after handbags since "consumers ever uttered the name Murakami".

Coach has a knack for picking artist-collaborators in 2012. Continuing their trendy trajectory, they tapped New York-based printmaker and illustrator, Hugo Guinness, to design a line of limited edition leather totes, laptop cases, wallets and other satchels embossed with his simple and charming illustrations. There are few critiques, and seeing as any of the fashion quotient for any man, woman or child, other probably don't have any either <Figure 4>.

Nicholas Kirkwood has used Haring's classics like '*Safe Sex*' and '*Radiant Baby*' in a bold and playful way that not only points to Keith Haring's genius as a legible illustrator on 2011 collections<Figure 5>.

The Bally - Olaf Breuning collaboration launched Art Basel Miami Beach's 2011 festivities. The capsule collection designed along with Bally's Creative Directors Michael Herz and Graeme Fidler, features everything from women's rubber ballet slippers to men's loafers with neon lining, to a number of brightly colored satchels, and other accessories<Figure 6>. Tommy Hilfiger created a limited-edition in 2010 footwear collection in collaboration with the Keith Haring Foundation, not only in a gesture of creative expression, but also of philanthropy<Figure 7>. Coach has taken painted purses in a different direction. They approached New York-based abstract painter, James Nares, to collaborate in creating a line of tote bags to debut in late April of 2012<Figure 8>.

In 2012, footwear designer, Jimmy Choo, collaborated with contemporary artist, Rob Pruitt, to create a capsule collection. The artist-footwear designer team concocted a number of shoes, purses, scarves, and other accessories. Pruitt and Choo's designs were all limited to the collaboration and featured motifs like glittery zebras, cartoon pandas, and crystals using over 11,000 hand-applied crystals. The duo created graphic interplays between lace and snakeskin including graphic motifs of sprinkles and zebra stripes <Figure 9>.

Products are differentiated through collaboration with artists and are planned as limited edition to elevate rarity and uniqueness, which enables consumers to enjoy the value of artistic works at a low price compared to the original works worth over

a few hundred million Korean Won-a vicarious pleasure. Furthermore limited-editions are traded at a high price through auction or receive attention of collectors. Products, using art or collaborated with artists, successfully lead consumers to emotional benefits.



Source:  
[http://www.katespade.com/claurette-dress-in-mondrian/NJMU2214,en\\_US,pd.html](http://www.katespade.com/claurette-dress-in-mondrian/NJMU2214,en_US,pd.html)

<Figure 1> Claudette dress in Mondrian



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 2> LV bags on 2003 collection, by Takashi Murakami



Source:  
<http://observer.com/2008/01/louis-vuittons-richard-prince-party-had-denise-rich-buying-bags-missing-murakami/>, New York Observer, Jan. 10, 2008.

<Figure 3> LV bags, Nurse, 2008 SS collection, by Richard Prince



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 4> Coach, Leather totes, laptop cases, wallets and other satchels embossed, collaborated with Hugo Guinness



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 5> Nicholas Kirkwood, in a bold and playful way that not only points to Keith Haring



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 6> The Bally - Olaf Breuning \collaboration launched Art Basel, Miami Beach's 2011 festivities



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 7> Tommy Hilfiger's created a limited-edition footwear collection in collaboration with the Keith Haring Foundation



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 8> Coach's 2012 collaboration with James Nares, New York-based abstract painter



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 9> Jimmy Choo, collaborated with contemporary artist, Rob Pruitt, capsule 2012 collection

### 3.2. Promotion Strategies Using Art

This study addresses the promotion strategies using arts in two categories-advertisement and Runway show, a type of integrative art performance particularly in the fashion industry. The advertisement using art gives more friendly and emotional feeling to consumers than text-based advertisement and those memories last longer. Art marketing is widely used in various industries-cars, home appliances, household goods, alcoholic beverage, banks and so on. In the case of printed advertisement, art marketing is widely used in advertisement and package design due to the development of digital printing technology. In the case of fashion brand, artistic works are parodied in printed advertisement according to the concept of seasonal products <Figure 10> <Figure 11>.

Art could motivate consumer's cultural information transferring, by using the classical art expression technique, convey the luxury merchandise information. So advertisement arouse customer's attention and interest so as to lead costuming by using the outstanding creativity from the classical artworks, vivid image, varied artistic means. Therefore luxury advertisement paid more attention to the application of classical art.

Art parody ads have been controversial occasionally, for the reason religious and cultural tradition. <Figure 10> is the advertising poster, by French fashion house Marithé and François Gribaud, is a version of Leonardo da Vinci's work, "Last Supper" with an almost all-female cast. But when a clothes company tried presenting a group of well-dressed women in a Last Supper style pose, their poster campaign was banned in Milan, nevertheless it reflected a move toward gender equality by showcasing women almost entirely. <Figure 12> is the 2008 Ads' campaign on Reebok called upon Venus' love, beauty, and prosperity to bridge the gap between the generations of powerful, versatile women. The Birth of Venus has been a big inspiration in ads lately, only a while back we featured new hotel ads that use the painting as well.

Runway show is the most familiar promotional activities in the fashion industry. Runway show is one way to obtain publicity that result in stories written or broadcast about the event. In addition, runway is sublimated as an artistic work through collaboration between architects and space designers. This fashion show is the expansion of art marketing activities using stores and buildings.

Artist Daniel Buren has described Louis Vuitton as "a really incredible" and "totally crazy" experience. The conceptual expert designed the striking checked staging-complete with escalators-for the fashion house's most recent spring-summer 2013 show. Buren has also collaborated with the brand on the accompanying advertising campaign - which features that same distinctive yellow chessboard set-a color which recurs throughout the collection <Figure 13> <Figure 14>.



Source:<http://www.guardian.co.uk/world/2005/feb/04/media.arts>, The Guardian, Feb. 04, 2005.

<Figure 10> 'A tribute to women', Parody advertisement for Marithé and François Girbaud



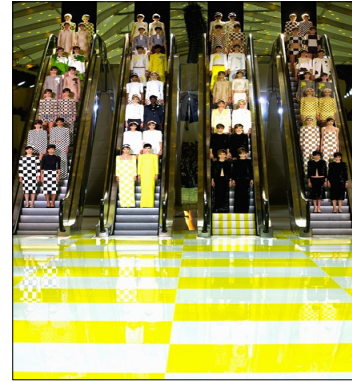
Source:  
<http://jezebel.com/5814196/a-history-of-fashions-a-ppropriation-of-art>, Jezebel, Jun. 22, 2011.

<Figure 11> Yves Saint Laurent: Pinch, model Kate Moss and Scott Barnhill, photographer Mario Sorrenti, 1998



Source:<http://www.trendhunter.com/trends/reeboks-birth-of-venus>, Trendhunter, March 22, 2008.

<Figure 12> Reebok's Birth of Venus, Ad Campaign, Sandro Botticelli's painting



Source:  
<http://www.vogue.co.uk/news/2012/12/13/daniel-buren-louis-vuitton-spring-summer-2013-catwalk-show-set>, VOGUE(2012) News, Dec. 13.2012.

<Figure 13> Louis Vuitton 2013 SS show collaborated with Daniel Buren



Source:  
<http://www.vogue.co.uk/news/2012/12/13/daniel-buren-louis-vuitton-spring-summer-2013-catwalk-show-set>, VOGUE(2012), News, Dec.13, 2012.

<Figure 14> 2013 SS Advertising campaign

Artist Rachel Feinstein had created a surreal set that serves as the backdrop which reminds one variously of a collapsing Italian village, or a spooky amusement park, based on buildings she had sourced from references far and wide: an edifice she found in Giotto that she describes as "very weird" Rococo follies; a crumbling staircase from Ireland on the Mark Jacobs FW 2012 show<Figure 15>. Mark Colle, who is Antwerp's Florist and has created arrangements for the likes of Ann Demeulemeester and Dries Van Noten, also made an impact with his perplex boxed in bouquets at Simons' last show for Jill Sander and Raf Simons at the Dior haute couture show 2012 show. They were there to be analyzed, interpreted and of course admired for their beauty<Figure 16>.

In the COMME des GARÇONS' 2013 spring-summer show, young British artist Graham Hudson, who works with found materials, made the scrap-metal crowns to match, towering head-

gear jauntily soldered together from colored paint cans, wing mirrors, biscuit tins and broken toy cars. Halfway through the pace of the show abruptly quickened and these bundled innocents suddenly appeared in a variety of black incarnations. Rich colored velvets and shiny PVC's crept into the composites before the final reprise of the toile, this time exaggerated to extreme proportions, empty sleeves, forgotten frills and the ghosts of dresses imagined as only Rei Kawakubo can <Figure 17>.



Source:  
<http://www.vogue.com/vogue-daily/article/-all-the-runways-a-stage-rachel-feinsteins-set-design-for-marc-jacobs/#1>, Vogue Daily, Feb.14, 2012.

<Figure 15> Mark Jacobs FW 2012 show's back stage, by Rachel Feinstein



Source:  
<http://www.dazeddigital.com/fashion/article/14988/1/mark-colle-%E2%80%93-in-bloom>, Dazed digital(2012), Mark Colle in Bloom, November 01, 2012.

<Figure 16> Dior haute couture show 2012, collaborated with flowerist Mark Colle



Source:  
<http://i-donline.com/2012/10/comme-des-garcons-paris-300912/>, I-D(2012), Oct. 01, 2012.

<Figure 17> COMME des GARÇONS' 2013 SS show collaborated with Graham Hudson

### 3.3. Store Strategies - Culture and Art Complex

Consumers embody brand images in stores, and the images and emotions experienced in stores have a powerful influence over VIPs. Thus many fashion brands put so much work on construction, displays, DVD and so on in stores. An art store strategy that makes stores look like galleries or museums and displays the products as if they are artistic works is widely used for formative structures such as land marks, flagship stores or pop-up stores receiving a lot of VIPs. A store as a culture and art complex is also used for exhibition. Products and art overlaps in a store, which make consumers, have a feeling: "This products have the value for the prices" and have a longing for brands. Show business in stores as a marketing tool links consumers' lifestyle with brands, which makes consumers see, hear and touch brands-experiencing the brands-, and remember the brands for a long time, which will stimulate their purchasing intention.



Source:  
[http://www.paris-paris-paris.com/paris\\_landmarks/shops/louis\\_vuitton](http://www.paris-paris-paris.com/paris_landmarks/shops/louis_vuitton)

<Figure 18> Louis Vuitton flagship store Land Mark in Paris



Source:  
<http://www.litemagazine.com>

<Figure 19> NYC Flagship store with Takashi Murakami's signature, LIM+É(2008), November 9, 2008

Louis Vuitton flagship store is the world-famous Land Mark in Paris as well head quarter<Figure 18>. NYC Flagship store, <Figure 19> decorated the facade of the building with Takashi Murakami's signature multi-colored monogram print as a coherent Art Marketing management. Furthermore, this store features a "bag bar" as is <Figure 20>, which is often seen at LV stores around the world but with moving parts.

Rem Koolhaas' designed for PRADA Flagship store <Figure 21>, which opened in December 2001 and thus it would seem the design did at least partially what Prada wanted. Upon entering the store, which previously housed the SoHo branch of the Guggenheim Museum, visitors are met with a largely vacant space dominated by an oversized, round elevator. The ground floor only has a small amount of merchandise, relegating the majority of merchandise and actual shopping activity to the

basement level, which feels cramped and lacks appropriate lighting.

New York's Prada Epicenter <Figure 22> – an exclusive boutique, a public space, a gallery, a performance space, a laboratory – is part of OMA / AMO's ongoing research into shopping, arguably the last remaining form of public activity, and a strategy to counteract and detribalize any received notion of what Prada is, does, or will become.

Raf Simons (Belgian fashion designer) and Sterling Ruby have their collaborative relationship as recently as 2012, when Simons created fabric with images of four of Ruby's recent works, "Tokyo boutique as a canvas" as is <Figure 23>. They create a seductive and unifying tension between the architecture holding the clothes, and the greater structure holding the entirety of the shop of Christian Dior.



Source:  
<http://www.limitemagazine.com>, LIM+É(2008), November 9, 2008.

<Figure 20> "bag bar" that is often seen at LV stores around the world but with moving parts



Source:  
<http://tendenciasdemoda.files.wordpress.com/2010/06/prada-epicenter.pdf>, THE ARUP JOURNAL(2003).

<Figure 21> PRADA Flagship store New York, Rem Koolhaas

And Raf Simons, also invited British artist, Roger Hiorns, to alter the interior of his flagship boutiques in Tokyo <Figure 24> and in Osaka, Japan, in 2008. The floors glimmered with the warmth of copper and the walls disappeared into multi-faceted reflections of Simons' chic menswear offerings. Hiorns' interior was called "the consumer's search for self-affirmation", it feels like all of the dizzying reflections might make a consumer more self-conscious - so, hopefully the lighting is flattering. Regardless of flattery or not - the space is beautiful, and quite the foil to Simon's Tokyo counterpart.

The DeBeers Company approached Rolf Sachs for a commission to dress their windows for the 2012 Holiday season. The window installation as is <Figure 25>, titled Breathing Light, emanates a warm glow from the red display. The window's shimmering translucence recalled frost-veiled panes amid a snowy winter. Sachs contrasts and cornflakes highly primitive and innovative technological light's sources. Despite the wholly inaccessible jewel, the window feels warm, alluring, and nostalgic.



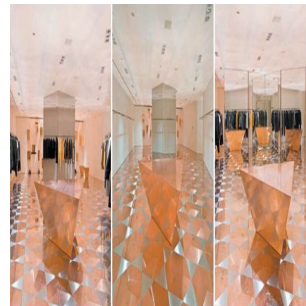
Source:  
<http://archinect.com/firms/project/12183539/prada-epicenter/14868294>

<Figure 22> Prada Epicenter, New York



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 23> Christian Dior's Tokyo boutique as a canvas, by Sterling Ruby and Raf Simons,



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 24> Raf Simons' flagship boutiques in Tokyo, designed by Roger Hiorns



Source:  
<http://www.complex.com/art-design/2013/04/the-50-best-artist-collaborations-in-fashion/>, New York Observer, Jan. 10, 2008.

<Figure 25> DeBeers window display for the 2012 Holiday season, designed by Rolf Sachs

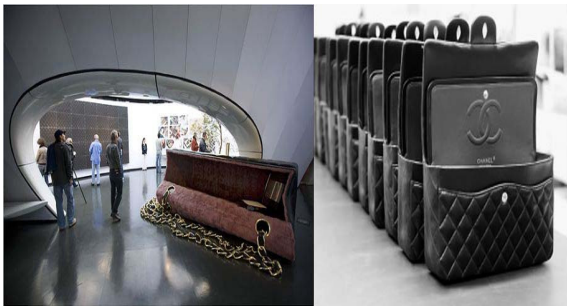
### 3.4. Social Contributions through Arts

Corporate management has a positive influence over a society and thus businesses' social contribution is accomplished through public marketing - for example, art marketing in museums and galleries, competition and 'Mecenat' sponsored by artists. The planned exhibition organized by fashion brands invite famous artists for the reinterpretation of products as artistic works and exhibits newly released products.

The galleries operated by businesses are an effective means to show artistic viewpoints that correspond with the objectives of businesses. Furthermore the exhibition sponsored by businesses

has continued for a long time, yet the planned exhibitions that link culture and art with corporate images increase in recent years, which in turn increases corporate consumption. Contest exhibitions and artistic awards sponsored by businesses discover young and talented artists and support their creative works. Thus their social contribution in these manners elevates the corporate images and expands the brand images.

The Mobile Art Pavilion for Chanel by architect, Zaha Hadid has been inspired by one of Chanel's signature creation. Karl Lagerfeld and Zaha Hadid collaborate on a traveling art gallery to celebrate Chanel's best-known accessory as is <Figure 26>. OMA-designed exhibition of the Prada skirt collection as is <Figure 27>, consisting of innovative multimedia installations, first appeared in 2004 in the Prada Epicenter in Tokyo before traveling to the Peace Hotel in Shanghai and then to the OMA-designed Prada Epicenters in New York and Los Angeles.



Source: <http://www.vanityfair.com/culture/features/2008/06/chanel200806>, Vanity Fair, June, 2008.

<Figure 26> Partnership of the Traveling Bags, Chanel's traveling art gallery, collaboration Karl Lagerfeld and Zaha Hadid



Source: <http://www.oma.eu/projects/2004/prada-waist-down>

<Figure 27> OMA-designed exhibition of the Prada skirt collection Prada Epicenter in Tokyo

Meantime, the galleries operated by businesses are an effective means to show artistic viewpoints that correspond with the objectives of businesses. Prada Marfa, a famous arts town located in West Texas as is <Figure 28>, is home to many in-

triguing artistic endeavors most notably a Prada store art installation. Filled with a 2005 collection of Prada purses and shoes, the store is sealed shut and sits freestanding on the side of the open highway. Paul Smith Gallery was opened in Tokyo, 2006. This small gallery was located on the top floor of the Paul Smith Space Shop, which has replaced the Sputnik Design Store. Its quality exhibitions show the work of British, European and Japanese photographers and artists in an intimate atmosphere.

Maison Hermès Tokyo was constructed 2001, designed by Renzo Piano. The building is the flagship store and corporate headquarters of Hermès. There are shops and offices, a shopping space, exhibition areas and multimedia quarters. Various artists displayed their works as is <Figure 29>.



Source: [http://maisongray.com/shop/prada-marfa/cat\\_2.html](http://maisongray.com/shop/prada-marfa/cat_2.html)

<Figure 28> Prada Marfa, The House of Gray Malin Photography



Source: <http://www.dezeen.com/2009/12/07/maison-hermes-window-display-by-tokujin-yoshioka/>, DeZeen magazine, December 7, 2009.

<Figure.29> Maison Hermès Window Display by Tokujin Yoshioka, Masion Hermès Tokyo

Also 'The Fondation d'entreprise Hermès' is a public-interest organizations reflecting the core values of the house of Hermès, supporting cultural and philanthropic projects steered by individuals and external organizations, in four key areas; promot-

ing traditional craft skills and expertise, support for the creative arts, access to education and training, and the preservation of environment.

Furthermore the exhibition sponsored by businesses has continued for a long time, yet the planned exhibitions that link culture and art with corporate images increase in recent years, which in turn increases corporate consumption. Contest exhibitions and artistic awards sponsored by businesses discover young and talented artists and support their creative works. Thus their social contribution in these manners elevates the corporate images and expands the brand images. Organized by 'The Foundation d'entreprise Hermès' since 2008, the prize salutes a Korean artist selected each year by the distinguished international jury. <Figure 30> is a virtuoso art work for the Hermès Foundation Missulsang 2012 finalists of the world of contemporary art in Korea.



Source:  
<http://en.fondationentreprisehermes.org>

<Figure 30> Donghee Koo's  
mosquito coils parasol, Hermès  
Foundation Missulsang 2012 at the  
Atelier Hermès

Effect of Art Marketing Management	Contents
Expansion of Consumers' Emotional Consumption	Consumers' emotional consumption that is a pleasure in using products and enjoy the artistic value of products. Positive brand image for granted and expect something beyond them.
Effects in the Fashion Brands' Aspect	Art marketing management through social contribution make fashion brand elevates the corporate images and expands the brand images.
New Opportunities for Artists	Fashion brand discover new talented artists and their progressive ideas was let marketing managements for improvement of brand value.
A link between Arts and the Public	Enhancement fashion brand and corporate images through art marketing managements-culture and art support make consumers public enjoying for cultural life at a low price.

#### 4.1. Expansion of Consumers' Emotional Consumption

Due to changes in the consumption environment, consumers consumption pattern is emotionalizes, individualized and diversified, which shifts consumers needs from "I want to live a normal life" to "I want to live my own life". Consumers who pursue qualitative and quantitative values became satisfied with the features of products due to an increase of income and the stabilized quality and price of products, have higher-level needs and then shift their focus to added values such as color and design, indicating a shift of consumption tendency from convenience and simplicity to a pleasure from consumption and a use of products.

Consumers emphasizing emotional consumption value take features, benefits, quality and positive brand image for granted and expect something beyond them. They want to have the products that appeals to their hearts, stimulates their minds, make them feel as if they become beautiful and accomplish their dreams, let them have a pleasure in using products and enjoy the artistic value of products.

#### 4.2. Effects in the Fashion Brands' Aspect

Unique brand images achieved though art marketing differentiate the corresponding brands from competing brands. A meeting between global fashion brands and famous designers and artists will naturally promote brands, which will lead to an increase of sales. It will provide the opportunities for consumers to experience cultures and add premium to prices. Furthermore to secure the potential VIP customers who will bring profits to businesses, the development and execution of the art marketing preferred by them are essential in increasing their brand preference and store visits. Meantime, collaboration with other industries such as construction, cars, consumer products, food

### 4. Effect of Art Marketing in Fashion Brands

This study has examined the art marketing managements of global fashion brands in the aspect of product planning, ads and PR strategies, and public marketing through social contribution. Fashion brands are able to acquire positive and dignified corporate images through art marketing, which will eventually strengthen corporate competences, increase sales and marketability. As results of a study of art marketing managements' cases, the positive results which can be achieved through art marketing can be summarized as show in <Table 3> and as follows:

<Table 3> Effect of Art Marketing Management in Fashion Brand

and beverages, dairy products and banks will lead to the expansion of business scope.

#### 4.3. New Opportunities for Artists

Businesses including fashion brand discover new talented artists from their social contribution through arts and the collaboration with them bring new values to their brands and images through the reinterpretation of brand philosophy and a shift of genre, and as a result the artists are able to expand their work scope and have new inspiration. Social contribution on the art marketing management, such as contest exhibition, artistic awards, sponsoring, etc. in these manners elevates the corporate images and expands the brand images.

#### 4.4. A link between Arts and the Public

Art marketing plays a role as a link in drawing the public near to arts so that they can give up on their notion – art is something special and lofty. The development of media technology enables the public to share the art marketing activities of fashion brand and achievement through a wide range of media, which adds the premium to products and draws the public closer to arts. Furthermore businesses enhance their brand and corporate images through art marketing managements-culture and art support, and make the public enjoy the cultural life at a low price.

### 5. Conclusion

Art marketing - marketing through arts - stimulates the emotions of consumers according to various consumer needs. In particular, the fashion brands operated by designers have used artistic works in planning their products since long time ago and the art marketing has expanded its roles to the consumers goods targeting multiple consumers.

This study was to examine the effects of various cases of art marketing managements from a point of view marketing mix, which are product differentiation, promotion strategies, store strategies and social contribution as reputation marketing in fashion brands, focusing on global luxury fashion brands.

Art marketing management for product differentiation was borrowing the images of artworks, parody, and collaboration with artists let them have a pleasure in using artistic value of products.

Promotion strategies were integrated with art performance, advertisements and runway shows. Art could motivate consumer's cultural information transferring, by using the classical art expression technique, convey the luxury merchandise information. So promotion managements for art marketing arouse customer's attention and interest so as to lead costuming by using the out-

standing creativity from the classical artworks, varied artistic means. Fashion brand paid more attention to the application of classical art.

Store strategies make consumers have emotional feelings and a longing for brands. Products and art overlaps in a store as a culture and art complex, which make consumers, have a feeling and longing for brands. Show business in stores as a marketing make costumers remember the brands for a long time, which will stimulate their purchasing intention.

Reputation marketing for the social contribution elevates the corporate brand images for consumers. Social contribution on the art marketing management, such as contest exhibition, artistic awards, sponsoring, etc. in these manners elevates the corporate images and expands the brand images.

The finding of this study consumer is able to have emotional satisfaction through art marketing, seeks for profit effectively by stimulating the emotions of consumers. From an economic perspective, a meeting between art and marketing plays an important role in accomplishing profit making and satisfying customer emotions.

Brands, a principal of art marketing, seeks for profit effectively by stimulating the emotions of consumers and then re-producing artistic works in their products. From an economic perspective, a meeting between art and marketing plays an important role in accomplishing profit making and satisfying customer emotions.

This study discussed positive benefits art marketing managements' cases in fashion brand, that were the expansion of consumers' emotional consumption using products and enjoy the artistic value. And social contribution make fashion brand elevates the corporate image and expands brand images on the effects in the brands' aspect. Also, brand discover new talented and progressive ideas to improve on brand value as well provide new opportunities to artists. Enhancement corporate images through art marketing managements and art support make consumers public enjoying for cultural life at a low price. It could be closed with art and publics. Arts also attempt to approach the public, yet it is likely that receivers accommodate the art marketing recklessly or only those who have an interest in art and culture enjoy the art marketing. Thus, it is essential to make an effort to popularize the art marketing. It could be an improved cultural demand is looked for art marketing cases of this study.

This case study was examined various art marketing managements cases in fashion brand, which was set forth evidences that would support art marketing mix. But this research remains limited marketing mix using arts, collaborations with artists being similar scope for product development and promotional activities in global luxury fashion brand. Additionally, different type of business area, which was automobile industry, construction firms, and IT, was extended art marketing managements or collaboration with artists for brand value and different consumption, as like PRADA mobile phone, Armani Hotel, and so on. So, how successful art marketing managements with in different type

of business area could be make some actual business profits or effects, was suggested for future study. And also, it was suggested reinterpreting art marketing to expand the genres and applications in order for the art marketing to become the marketing for artwork, culture arts.

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