

# Future of Armenian Fashion Brands, with a Special Focus on Brand Communication & Advertising

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# Research Questions

Is the advertising used by Armenian designers effective in promoting their products and creating a brand in the minds of the Armenian consumers?

How does social media, e.g. fashion blogger/influencer posts, affect the consumer's buying behavior in regards to local Armenian designers?

Do Armenians prefer to buy fashion related products from Armenian designers or foreign designers?

# Methodology

Qualitative & Quantitative

Online Survey of Armenian Consumers regarding their preferences, buying behavior, advertisement exposure.

Face-to-Face Interview with Armenian Designer Aram Nikolyan

Face-to-Face Interview with Public TV Company of Armenia's Fashion Stylist Zara Harutyunyan

# Key Findings

Armenian Designers are **weak at advertising**, they mainly rely on **word-of-mouth advertising** and/or celebrities tagging their clothing on Instagram.

Armenian consumers prefer purchasing from foreign brands, because they have **trust issues with local designers**; they think that Armenian designers' products are **overpriced for the quality** they provide.

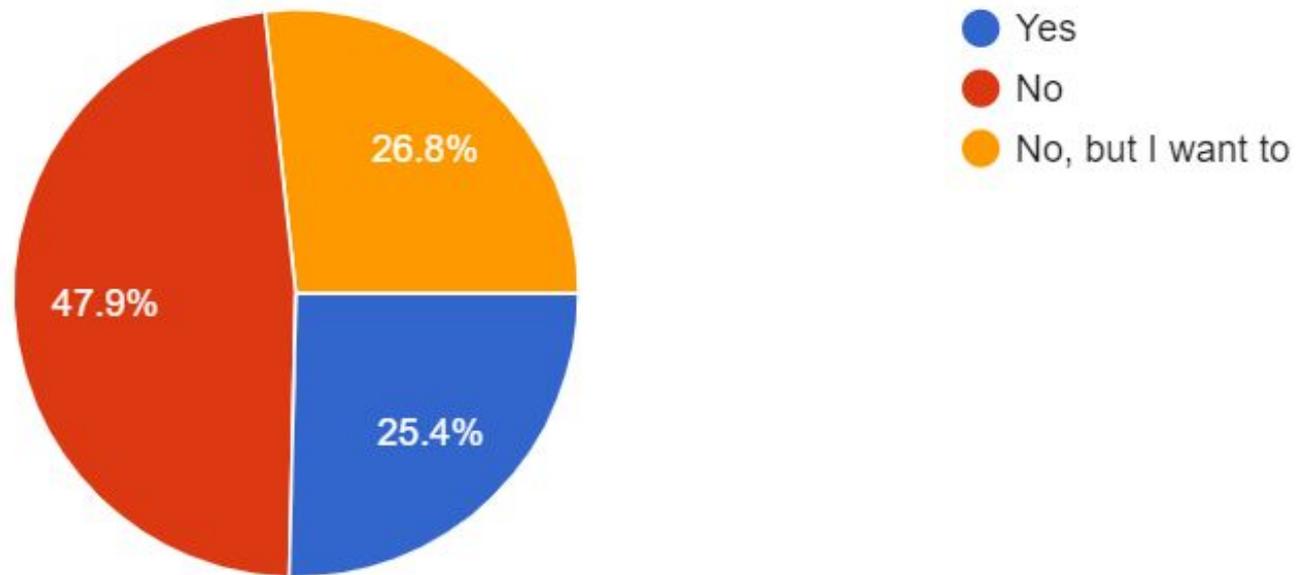
The **future of Armenian designers is shaky**, as there isn't much sales and they find it difficult to internationalize due to advertising barriers

# Key Findings

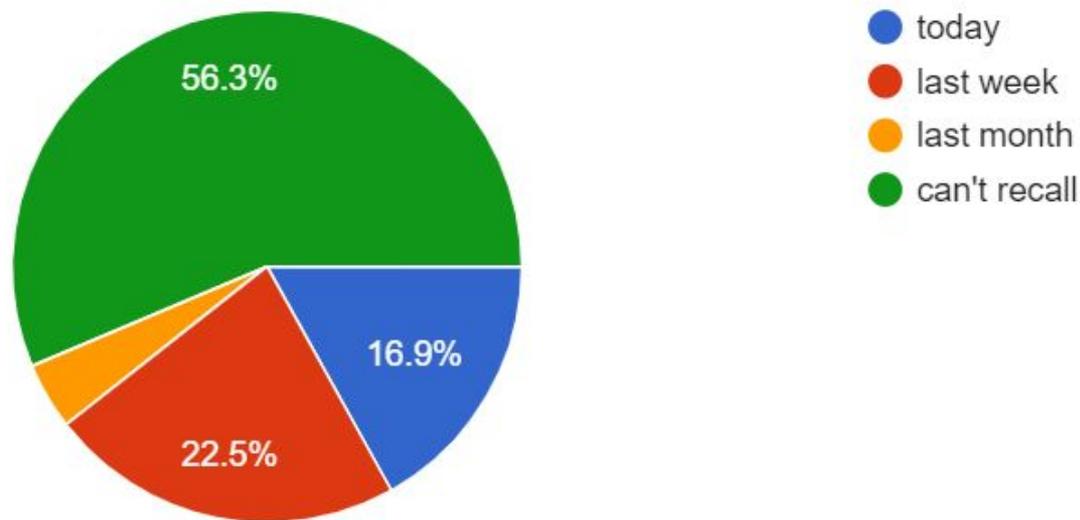
**Advertisement through fashion bloggers isn't widely used, however the majority of Armenian consumers stated that seeing promotional posts by bloggers affects their buying behavior**

**Armenian TV Networks do not buy from or advertise Armenian designers, they resort to foreign affordable brands such as Mango, Zara, that create "fast fashion"**

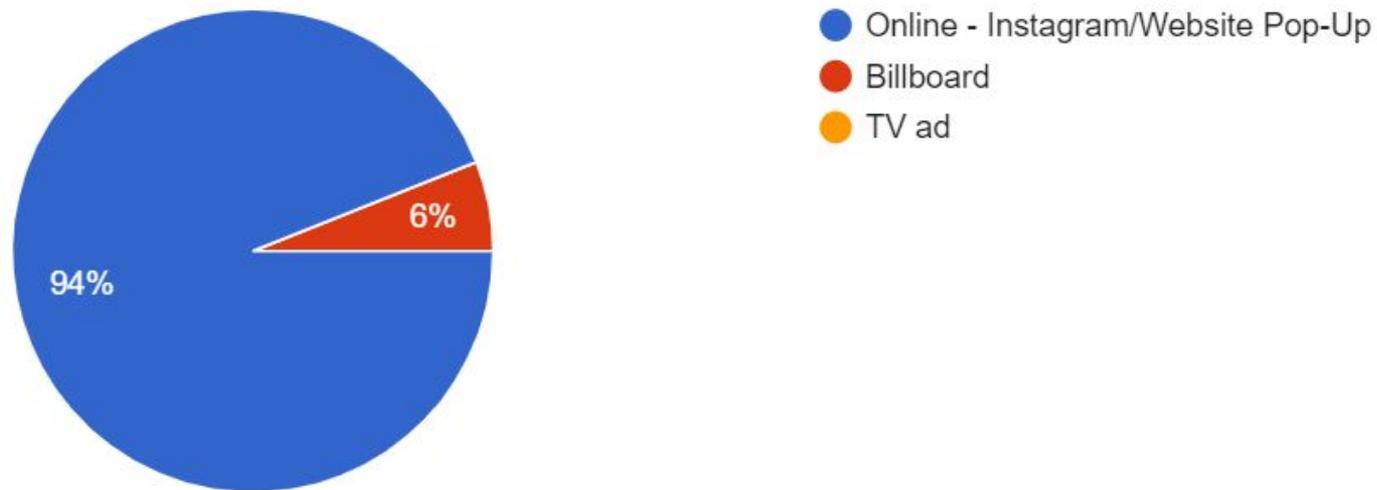
## Do you shop from Armenian Designers?



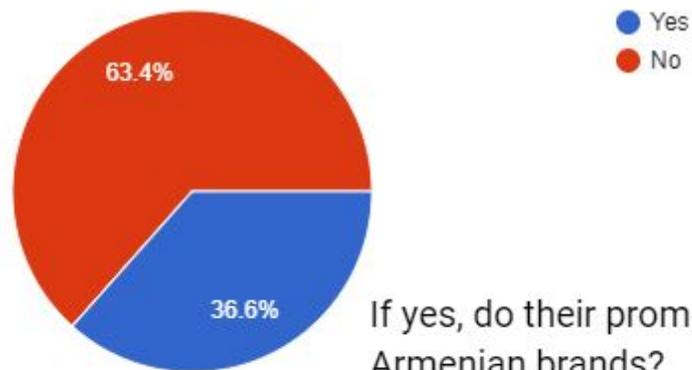
When was the last time you saw local advertisements (online, on TV, billboard, etc.) for any of the fashion brands you shop at in Armenia?



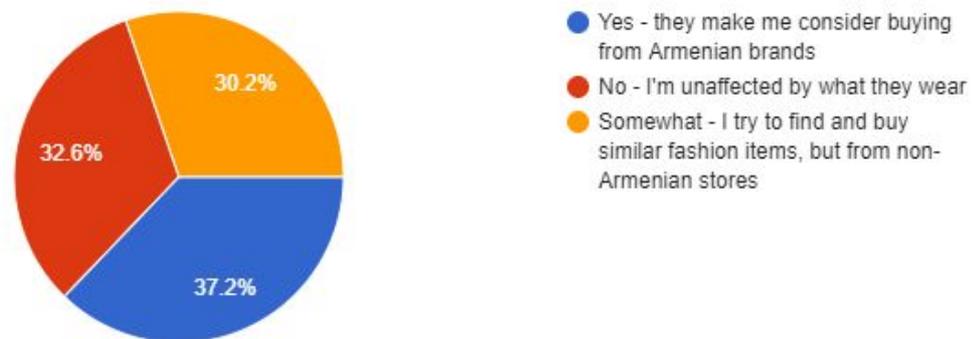
If you recall seeing ads for fashion stores in Armenia (both local stores and international stores) what form were they in?



Do you follow any Armenian fashion bloggers on Instagram?



If yes, do their promotional posts/stories affect your perception of Armenian brands?



# Interview with Zara Harutyunyan

“Armenian designers do not advertise their products as well as other designers... No consumer is going to find out about the brand online because there is not much information online, and this lack of information can create trust issues within a consumer because they’re more likely to spend their money on something they are exposed to through advertisements.”

## **Issues with Armenian Fashion Brands:**

- lack of variety due to limited resources
- trust issues regarding quality vs price

# Interview with Aram Nikolyan

“My works – the products I create are my main forms of advertising. Mostly people with a wide following range, Armenian celebrities and bloggers, who wear my products in Instagram pictures and tag my brand is the only advertising that is being done currently.”

## Issues with Armenian Fashion Brands:

- limited resources (fabrics, designers, machinery)
- unavailability of mass production
- very small local market

# Conclusion

Armenian Designers need to **strengthen their communication strategies**, by using effective advertising to attract more consumers

They also need to have a **more prominent online presence** to eliminate the trust issues consumers face

Online presence and effective advertising can **attract international consumers** as well, and ameliorate the current situation of Armenian designers.