Fast Fashion - The rise of ZARA and UNIQLO

投稿類別：英文寫作類

篇名：

Fast Fashion - The rise of ZARA and UNIQLO

作者：
高亘。景美女中。高二善班
陳鈺潔。景美女中。高二善班

指導老師：
劉慧平老師
Fast Fashion: The rise of ZARA and UNIQLO

I. Introduction

Clothing plays an important role in our daily life. By wearing them, we want to be stylish and comfortable, with affordable prices. So, do we really need to spend a huge amount of money getting what we want?

Nowadays, stores like ZARA, H&M, and UNIQLO have emerged. They offer us cheap and fine garment. Compared to luxury fashion, we have more choices. The emergence of fast fashion has taken the world by storm. They produce fast and grow fast. For example, the well-known brand, ZARA, has over 6000 flagship stores around 86 countries. UNIQLO, reborn in 2005, has now become the fifth big fast fashion brand around the world and the largest clothes company in Asia.

Why can they grow so fast? How does their brand marketing work, so that they can quickly spread over the world? In our research paper, we will discuss their marketing strategies respectively and analyze why they can be so successful.

II. Purpose

By discussing the two biggest brands in different continents, our purpose is to find out the similarities and differences of these 2 brands’ marketing strategies and how these strategies lead to their success. Lastly, we want to know what Taiwan’s fast retailing brands can learn from them.

III. Research Methods

We analyzed the information about ZARA and UNIQLO by researching the related academic documents and our own observation, the two important fast retailing firms and applied the results of our questionnaires to confirm their successful factors.

We use the marketing theory of 4Ps to do comparison of ZARA and UNIQLO,

---

4Ps refer to Product, Price, Place and Promotion
and to structure our research paper.

IV. Fast retailing & Fast fashion

Before talking about fast retailing, first of all, we need to understand the definition of retailing:

According to Kotler’s (1999), new definition of retailing, retailing means middle. All the merchandise and service that are sold directly to customers as personal or non-profit activities. That is, the main commercial activities are to sell products directly to final customers.

So, what is “Fast retailing”?

Fast retailing means that a retailing store quickly reacts to customers’ needs and turns the needs into products. It requires fast execution and correction. It works with efficiency and speed. If a retailing company can find the error and correct it immediately, and quickly meet customers’ needs, then it is a successful fast retailing industry.

But what is “Fast fashion”?

Priest (2005) classified fashion clothing industries into four categories:

1. International super brands:
   They are fashion designers’ brands and famous, luxurious brands Inc. Such as, LV, Gucci, Chanel, Dior.

2. Region brands:

---

2 Philip Kotler (1931~) An American marketing author, consultant, and professor. He is the author of 55 marketing books.

3 Ann Priest : Pro Vice Chancellor Head of College Art, Design and Built Environment Nottingham Trent University.
Fast Fashion: The rise of ZARA and UNIQLO

The target customers are local people. They target mostly on students and fashion rookies. The brands include, Paul Smith (UK).

3. Micro market:
It discourages consumers from wooing manifesting specific style to design clothes.

4. Fast fashion:
It imitates the factors of international brands and add the latest street style. It creates a fashion that can be a hit today but can be out of date the next. Its cheap and affordable price allows people to go with the trend. These brands often control the entire clothing process from designing to shop floor. The brands include ZARA and UNIQLO.

V. About ZARA and UNIQLO

ZARA:
It is the 1st retailing clothing industry in western countries. It was founded in 1974, Spain. As one of Inditex Inc.’s branches, ZARA has over 1808 stores around the world! In 2012, ZARA’s selling profit had reached 159 hundred million € (620 hundred million NT dollars), and was honored as “Spanish successful story” by CNN.

UNIQLO:
It is the 1st retailing clothing industry in Asia. Founded in 1974, Japan, a company which produces cozy garments. UNIQLO has over 1493 stores over the world. In 2012, UNIQLO’s selling profit had reached over 1000 billion yen! It then became the fifth biggest clothing brands in the world.

VI. Thesis

Research Question:

What marketing strategies do ZARA and UNIQLO use?
A. Product:

(1) SPA Strategy
What ZARA and UNIQLO have in common is that they both use SPA strategy, that is, they control the whole process from producing clothes to shop floor so they can react quickly to fashion trend. For example, ZARA takes just two to three weeks to design, produce and get new lines into their shops!

(2) Clothing style
When it comes to clothing style, it’s obvious that ZARA’s designs contain more European elements and fashion elements; while UNIQLO’s designs focus on function and are more simple but elegant.

---

4 SPA stands for “Specialty store retailer of Private label Apparel”.

---

### The reason they choose UNIQLO

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The clothes' quality</td>
<td>39%</td>
</tr>
<tr>
<td>The style of the clothes</td>
<td>34%</td>
</tr>
<tr>
<td>The price</td>
<td>5%</td>
</tr>
<tr>
<td>The atmosphere of the store</td>
<td>21%</td>
</tr>
<tr>
<td>The location</td>
<td>1%</td>
</tr>
</tbody>
</table>

---

4 SPA stands for “Specialty store retailer of Private label Apparel”.
From the analysis’s of our questionnaires, we can find that in both firms, the percentages of clothing style are the main reason why the consumers choose the two brands. It shows that no matter what, style and fashion trends are the reasons people choose their clothes.

(3) Producing speed

ZARA is called fast fashion because it produces really fast!
In addition, its design team produced 11,000 different designs a year. It designs, produces, and delivers a garment in fifteen days. ZARA’s designers create approximately 40,000 new designs annually, from which 10,000 are selected for production. As for UNIQLO, they launch new products approximately every 2 months.

B. Price

Both ZARA and UNIQLO’s prices are at mid-low range; but if we look further into the difference of these 2 brands, we can find UNIQLO price is about 15-20% lower than that of ZARA. Let’s take 2 basic items: T-shirt and jeans, for examples. The average price of a ZARA T-shirt is around NTD500-800 while UNIQLO is around NTD400 -600. The average price of a ZARA jean is around NTD1,000-1,500 while UNIQLO is around NTD1,000-1,500.
If we look at their pricing compared to other brands in the fashion clothing industry,
it can be explained by the chart below:

![The average purchase amount (People who chose UNIQLO)](chart1.png)

From charts above, we can tell that the average purchase amount of ZARA and UNIQLO are both around NT.1500~2000, which is exactly the price that ZARA and UNIQLO sell most of their clothes!

C. Location

A good location leads to success. That’s why ZARA and UNIQLO both choose to locate their branches in densely populated and high consumption area, and their stores’ densities are pretty intensive. By doing so, they can isolate their rivals more easily and attract more people who can afford the cost to shop in their stores.
D. Promotion/Advertising

ZARA basically uses “No advertising” strategy because they believe that their shop windows are all the advertising it needs and they are confident of their products. They save the advertising money to start a new chain store and that’s why they can grow so fast. While other firms are shooting commercial photos, ZARA has already move on to start another new store. However, UNIQLO spends huge amounts of money making advertisements. Their advertising combines music dance and clothing to attract customers’ attention; and focuses on comfort and function. Their website advertising is also accomplished.
VII. Conclusion

After analyzing the information, the chart we made can give a quickly and clearly comparison:

<table>
<thead>
<tr>
<th></th>
<th>ZARA</th>
<th>UNIQLO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>Higher (T-shirt: NT.500~800)</td>
<td>Lower (T-shirt: NT.400~600)</td>
</tr>
<tr>
<td><strong>Product</strong></td>
<td>Fashion, stylish, qualities are not so good</td>
<td>Higher quality, easy, simple</td>
</tr>
<tr>
<td><strong>Target</strong></td>
<td>Young ladies</td>
<td>From children to elders</td>
</tr>
<tr>
<td><strong>Place</strong></td>
<td>Located in high population and high consumption region</td>
<td>Located in high population and high consumption region</td>
</tr>
</tbody>
</table>

By analyzing ZARA’s and UNIQLO’s marketing strategies, we found that for clothing stores, styles and quality of products are the most influential parts that attract customers to buy clothes. Places and advertising are also important, UNIQLO do a really good job on advertising and both of the firms choose great locations. Besides, producing speed is the dominating factors for their success. They control the whole
process so they can have such scales. As for Taiwan, over the years, we hardly ever have our own retailing clothing brands. Why? If we change our marketing strategies and add more elements in our clothing, we can be as successful as ZARA and UNIQLO. Learning from the marketing strategies of fast retailing, makes it possible for Taiwanese clothing brands to shine on the stage of fashion arena someday!

VIII. References:

A. Websites:

7. http://zh.wikipedia.org/wiki/%E5%84%AA%E8%A1%A3%E5%BA%AB

B. Books:

1. 徐靜波（譯）（2010）。一勝九敗。台北市：天下雜誌出版社
2. 邱春煌（譯）（2014）。ZARA首席顧問教你跟著全球時裝霸主把生意作起來。台北市：原點出版社
3. 徐靜波（譯）（2011）。成功一日可丟棄。台北市：天下雜誌出版社
4. 徐靜波（譯）（2011）。UNIQLO熱銷全球的秘密 日本首富柳井正的經營學。台北市：高寶出版社

C. Other thesis:

1. 李宗修（2012）。從品牌知名度、產品特性、認知價值對顧客購買意願之影
X. Appendix

The following text is our questionnaire:

Fast Fashion

We need you to help us complete this questionnaire, because...

We want to know that retail clothing stores (fast fashion), such as UNIQLO, ZARA, H&M...how they quickly spread over the world by selling clothes at cheap price.

Date: / / 
Age: ☐15~20 ☐21~30 ☐31~40 ☐41~60 ☐up to 60
Gender: ☐female ☐male

HERE ARE THE QUESTIONS!!!!!

1. You usually buy clothes (sweater, pants, jacket, T-shirts) around…?
   (Multi-choices)
   A. <1000   B. 1500~2000   C.2000~2500   D. >2500

2. The brands you like the most…?
   A. ZARA   B. UNIQLO   C. H&M   D. GAP   E. A&F
   F. Forever21   E. Others:________________

3. How do you know these brands?
   (Choose 2 at most)
   A. Internet   B. Friends   C. Magazines, Newspapers...etc.   D. Flyers
   E. Commercials   F. Billboards
   G. Others:________________

4. What attracts you to choose those clothing stores?
   (Choose 3 at most)
Fast Fashion: The rise of ZARA and UNIQLO

A. The clothes’ quality    B. The style of the clothes
C. The atmosphere of the stores    D. The price
E. The location (ex. It’s convenient, or nearby your house, sth like that)

F. Other: _______________________

5. How often do you buy new clothes?
   A. Twice a week    B. Once a week    C. Once a month    D. When I need it
   E. Other:______________

6. Do you think that “cheap”= “low quality”?
   A. Absolutely yes    B. Yes    C. No    D. Absolutely no
   E. Other:______________

7. Do you think that “cheap”= “low fashion”?
   A. Absolutely yes    B. Yes    C. No    D. Absolutely no
   E. Other:______________

8. How do you feel when you go in a ZARA’s store?
   A. Very good and attractive    B. Good    C. Fine    D. Don’t have any idea
   E. Not good    F. Other:______________

9. How do you feel when you go in a UNIQLO’s store?
   A. Very good and attractive    B. Good    C. Fine    D. Don’t have any idea
   E. Not good    F. Other:______________

By your assistance, we may find out the secret behind fast fashion.

Thank you for your cooperation!
Fast Fashion: The rise of ZARA and UNIQLO