

Psychological Aspects of Fashion Brands

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Abstract

The Psychology of Consumers is based on the image of the present Fashion brand has made. There is an emotional connection between consumer & Brand image which influences Consumer's purchase. Not only this, but the comparison between various brands have also led consumer smart way of understanding which Brand caters what. This paper is a detailed study of Brand comparison about what makes it a niche and different from others. It includes a comparative analysis of brand strategies, positioning, Fashion elements & forte. It employs a mix of quantitative and qualitative research. By exploring key dimensions like Fabric, Style, Color story, pricing, and brand story, this research highlights distinctive attributes that contribute to the success of the brand. The findings enhance the competitive advantage in a dynamic market.

Keywords: Brand, Fashion, Forte, Psychology.

1. Introduction

Everything in our environment was designed and built with our psychology in mind. Thus, before branding too the psychology of the Brand owner plays an important role. Branding is How the owner and then the company connects with the customer which in turn customer perceives an image. Through this a brand positions itself by acknowledging its brand values, brand story & brand identity. Branding communicates its psychological aspects and gives the relevant information about the styles in the brick. Branding Psychology is the focuses on how brands use recognized psychological principles to connect with their target audiences. These Principles revolve around Color psyche, Silhouettes, Patterns Texture, and various fabric qualities. In the realm of consumer behavior, the psychological dimensions of fashion brands have a profound influence, transcending mere clothing preferences to tap into the intricate workings of the human psyche. Fashion brands are not merely creators of apparel; they are architects of identity, weaving narratives that resonate with individuals' thoughts. This research delves into the intricate interplay between psychology and fashion branding, aiming to unravel the cognitive and emotional processes that underpin the formation of consumer perceptions. By examining the psychological aspects embedded within the world of different fashion brands, we seek to decipher the mechanisms that drive consumer choices, loyalty, and the intricate dance between personal identity and brand association. In dissecting the landscape of fashion brands, a comparative study unveils a myriad of elements that contribute to their distinct identities and consumer allure. One crucial facet involves the semiotic power of brand symbols, logos, and imagery, which serve as potent conduits for communicating values and aspirations. Furthermore, the cultivation of a brand personality, akin to human traits, adds an extra layer of complexity to consumer-brand relationships. Examining the emotional resonance elicited by fashion brands provides insights into the visceral connection individuals forge with these entities, transcending mere materialism. Moreover, an exploration of consumer

perceptions, influenced by factors like social influence and cultural context, forms a critical lens through which we can decipher the multifaceted tapestry of fashion branding. This analysis endeavors to unravel the intricacies of fashion brands, shedding light on the psychological threads woven into the fabric of consumer consciousness.

2. Comparative Study of T shirts Brands

2.1 Vero Moda Launched in 1987, in Denmark by Troels Holch Povlsen. It is one of the largest clothing brands in Europe. (Launched in India in 2010). The brand caters to women’s wear bricks like dresses, jumpsuits, Tops & tees, Outer wear like jackets, coats, Blazers, Cardigans, Coats, footwear, accessories etc. Brand’s Forte Offers contemporary international collection with high quality, affordable clothing for young women and uses more and more sustainable, recycled, and innovative fabrics.

2.1 A Sustainable Denim Qualities-Vero Moda uses different denim fabric quality right from light weight to heavy weight in various bricks in women’s wear. Various washes been used like Pumice stone, sand, Sulphury acid was, Simple bleach effects as shown in Fig 2.1 A (a) &(b). Since dye has poor substantivity and dye from the surface can be washed out by several denim washing as mentioned. As shown below light blue denim shirt for women, featuring an all over white floral print, while the other dress Rendered in a classic striped print or whether it is just a simple fabric chic jumpsuit from its Spring Summer collection. As the Denim fabric made of cotton, which is the polluting crop dyed with indigo, it involves various stages of dyeing affecting the ecosystem. Vero Moda uses organic, recycled, and innovative fabrics year after year. The denim jeans in Vero Moda produced at standard scale which satisfies health of the fabric, garment durability and Recyclability.

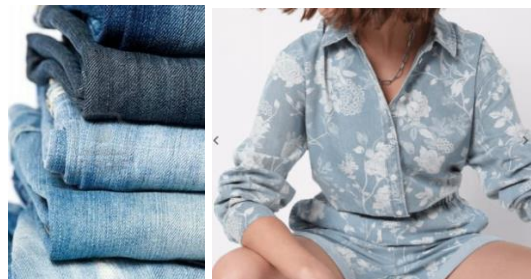


Fig 2.1 A (a)

Fig 2.1 A(b)

2.1. B T shirts with pure Cotton & recycled material as Simple, Cool T shirts with more sustainable fibers have been approach in Vero Moda for years. The fabrics used are more from organic cotton, recycled polyester fabrics are used. Vero Moda is trying to use more and more recycled fabrics. Few T shirts from the brand shown below in figures with quoting spreading positivity and feminism. Analyzing the fact that the brand develops simple T shirts with placement prints over bodice. In most the styles T shirts are constructed basic and plain without compromising the fabric qualities.

2.1 C Stylized Cuts & Trims & use of Tencel (Equivalent to Cotton fabric)-Vero Moda has styled up some T shirts with Fringes which is crafted from 100% cotton fabric. Added value of Fringes automatically raises the style bar. 100% pure cotton is made without the use of any harmful chemicals. Vero Moda develops T shirts mostly made with pure cotton as it is very healthy for the ecosystem. The brand Keeps its design element high balancing the quality like one figure shows paisley faux pocket print t-shirt with a round neck, drop shoulders and short sleeves, Tassels attached. Some of the T shirts contain Tencel Fiber which is equivalent to the Cotton fiber as it is ultrasoft on skin and absorbs

moisture. It regulates temperature as semi-synthetic fiber made with renewable wood materials coming from wood pulp and some trees such as eucalyptus. Cloud printed T shirt is one of the Unique styles by Vero Moda as it shows a slogan printed over the base texture of cloud. The goal of Vero Moda is to make more and more stylized garments using sustainable and innovative garments. Fig. 2.1 C (a) shows style with fringes over the Hem, Fig 2.1 C (b) shows Cloud print & slogan print & Fig 2.1 C (c) shows patch pocket print with Tassels attached.



Fig. 2.1 C (a)



Fig. 2.1 C (b)



Fig. 2.1 C (c)

2.2 TANTRA- An Indian brand Founded by Ranjiv Ramchandani in 1997. The T shirt design is inspired from essence of India. The idea conveyed the culture traditions of Hinduism & Buddhism. The brand image is the mix of cool desi & Trendy at the same time to look standing out among the crowd. It Caters to Creative & spiritual T shirts to Men's, women's & Kids wear & Use of creative prints inspired from Tantra- esoteric traditions of Hinduism and Buddhism as its forte.

2.2 A Tantra T shirts are inexpensive, pocket-friendly, comfortable to wear and, most importantly, communicates the essence and personality of the wearer. It is economically friendly with 100% pure cotton fabric. Tantra has been using the fabric qualities as pure and environmentally friendly. From creative to spiritual tees, to even kids wear, Tantra adds that extra zing to the causal cool wardrobe. The brand has been famous for its DTG (Direct-to-garment) printing as Printing technology is fast catching up. The Direct to garment print process of printing on textiles using specialized aqueous ink jet technology. This type of printing is printing good on natural fibers such as cotton, bamboo, hemp, and linen. Due to DTG Printing technique Tantra produces incredibly high-quality artwork that will stay put for years to come which avoids fading and cracking after a single wash or with the use of excessive heat. Due to This technique has Tantra has been successfully printing and graphic over the fabric due to its fast orders, easily prints great tons of colors and very cost effective.

2.2 B Tantra has a proven track record of creativity and consistency with solid recall and brand value. As shown in the figures the design and the motifs used as a print on the bodice been completely original and unique. Tantra uses words in the Print that would appeal to the youth category them, add emojis to capture their attention. Funky sentences used by Tantra makes it a unique brand and known for that reason since years. Swaggers are always ready to make style statements. To show off their sense of style, they always prefer to wear custom printed funny t shirts. People opted Tantra to flaunt their fashion quotient by wearing t-shirts and various other styles like custom hoodies etc. that set them apart from others. Benefits of Quotations on T shirts is to convey the message. Quality has a longer shelf life, helping the brand gain visibility for a longer period. This has increased the demand of t-shirts in India years by years. It is making use of eco-friendly products. Not only do these T-shirts have quotes that

motivate people to attract the customer’s eye, but they also use minimal energy and carbon to protect the environment.



Fig. 2.2 B (a)

Fig. 2.2 B (c)

2.3 ZARA- Zara is one of the largest international fashion companies established in 1975, Spain by Amancio Ortega & Rosalía Mera. It is part of INDITEX Group. Zara caters to Women’s, men’s, and Kid’s wear. The company specializes in fast fashion and products include clothing, accessories, shoes, swimwear, beauty, and perfumes. The prices are reasonable and affordable to all. Zara has transformed from local Spanish brand into Globally acceptable. The brand’s forte which says Zara Company provides greater comfort, design, and quality in its categories. It caters to stylized prints in its bricks.

2.3 A The Company believes in manufacturing sustainable products with the help of fair fabrics and recycled materials. It satisfies the needs of the consumers. Zara has the potential for sustainable growth because of its capability. H&M and The Gap Inc. are known to be the main competitors because they outsource the production, but Zara controls its entire production chain. 100% Cotton fabric is used by Zara. Many of the Tees developed by use of Recycled Cotton It is obtained from cotton textile waste sorted by type and color and later shredded and transformed into new cotton fiber. The use of recycled cotton reduces the consumption of virgin raw materials. By transforming the cotton waste into a new recycled fiber, it avoids the cultivation of new cotton plantations. Furthermore, its production process consumes less water and less energy and generates less waste, helping it to preserve the environment. Use of Humanist Prints- Custom t-shirt printing and its possibility of providing unlimited design alternatives with the help of Textile Design Software, digital textile printing, for developing Humanist prints, Fashion face, accessories on T shirts which is inspired from positivity. These contrast color palettes shown in Fig 2.3 A (a) & (b) are perfect for a casual day look which can be paired with denims, Trousers, Shorts, skirts etc.



Fig. 2.3 A (a)

Fig. 2.3 A (b)

2.3 B Minimalistic Printed & Overall Placement T shirts- Zara provides unique and original Minimalistic Motifs over the surface of the T shirts like no other brand. Design is about prioritizing the essential. The term Minimalistic defined as the final expression of a minimalist design might appear effortlessly simple, clear with fine lines and achieving this kind of powerful simplicity is anything but

easy. The “less is more” is the Mantra. These T shirts are all about Minimalist graphic design, art, theatre, and fashion. Zara uses graphic prints in unusual nonspecific areas over the surface of the fabric. This Stylizing has increased more selling as it looks quite different in terms of other T shirts styles. The Brand utilizes Sleeves, hem, neck area etc. anywhere the motif fits. In this the print locations are not specific and can vary in size too. Each print location of the T shirt has a standard size, and the location can be adjusted slightly based on the design and garments in all the inventory. These Printed motifs comprise of all Pop art, sort of Doodling, Drawings & Random Slogan.

Criteria	Zara	Tantra	Vero Moda
Price Range	Mid to High	Mid	Mid to High
Quality	Trendy, Generally Good	Varied, Depending on Line	Good
Style	Fashion-forward	Quirky, Eclectic	Contemporary, Elegant
Fabric	Diverse	Cotton, Blend	Cotton, Modal, Blend
Sustainability	Efforts in Sustainability	Limited	Increasing initiatives
Target Audience	Trendy Fashion Enthusiasts	Youthful and Playful	Fashion-conscious Women

Table 2.1 The above table Shows Comparative study of the T shirts Brands via Price, Quality, style, Fabric, sustainability & Target Audience.

3. Diversity among International Clothing Labels

International brand psychology involves understanding how brands are perceived across diverse cultures and markets. It delves into the emotional and cognitive connections people have with a brand, considering factors like cultural values, social norms, and consumer behaviors. Analyzing international brands requires a nuanced approach, considering the impact of language, symbolism, and color in different regions. Successful global brands often tailor their strategies to resonate with local sensibilities while maintaining a consistent core identity. This intricate balance between global appeal and local relevance is crucial for brands navigating the complex landscape of international markets.

International brands in India are drawn by the country's vast and diverse consumer market, characterized by a burgeoning middle class with increasing purchasing power. India's rapidly growing economy and urbanization contribute to a consumer base that is open to global products and experiences. International brands see India as a lucrative opportunity to expand their market presence and tap into a demographic that values quality, innovation, and lifestyle. Additionally, the rise of e-commerce has facilitated easier entry for international brands, providing them with a platform to reach consumers across the country. As India continues to embrace globalization, international brands view it as a strategic market for long-term growth and brand visibility.

3.1 Louis Vuitton is a top French luxury fashion house and company founded in 1854 by Louis Vuitton. Product Categories ranging from luxury bags and leather goods to ready-to-wear, shoes, watches, jewelry, accessories, Home & Lifestyle. Louis Vuitton Brand is majorly famous for its Niche category of Handbags. This French Brand is highly expensive in terms of its products being sold especially the bags. Its exclusive collection provides status to the customers. It provides quality bags globally end up customer experience with its brand loyalty. Buying this brand is buying a lifestyle. Louis Vuitton is one of the most counterfeited brands in the fashion world due to its image as a status symbol. This brand does what all premium brands do, they project an image/lifestyle that attracts their target market. One of the reasons is their brand recall and its association with premium luxury. You see a lot of celebrities using the bag and then automatically feel like a celebrity people pay lakhs of rupees to get their hands on these products. But you would be surprised to know the other reason! Every year, Louis Vuitton burns all their unsold products. The company does this to not sell its products at low prices, to maintain the exclusivity that LV is known for. Its forte includes Perpetuating the image of “Handmade Quality Products not only that Exclusive products which are not produced in masses. Limited series makes the limited pieces more desirable. It Keeps the Tradition alive with the innovation.

3.1 A. Due to adding Styling elements such as sleeves and Playful funky prints in limited addition-A casual T shirt with soft pastel hues styled with designer sleeves adds up an amazing Look. Preferring such T shirt with the brand label as well as 100% pure cotton jersey fabric. The brass chain detail at the crew neck adds elegance. The Print on the T shirts evoke the artwork which is adored by the people. These artworks offered by LV represents the creative & Innovative ideas. The fusion of placement prints and adding up details such as chains has made it look unique as per other brands. This also adds up its brand value. The prints used by LV have more power of attracting the eyes of the people then the ones who are solid. Everyone has a propensity to await quality and designs in the products that they want to buy, even if the price of the product is not under their budget. LV has made an image for no more basic Tees but with designer’s creative mind emphasizing various unique features in it. Besides the fact brand is famous for its limited addition bags, those who have an eye over creativity will love to buy T-shirts from LV.

3.1 B From Prada to Gucci everyone is looking for an art & design for influence. Optical art has been very uncommon originated from 1960’s fashion. It was most prominent American art later spread to Britain. LV believes the only thing consistent in Fashion is change. Every time other brands are showcasing their collection on the runway of patterned clothing inspired from TV or some Inspiration. LV has marked Optical illusion patterns introduced in the men’s wear jackets which is unique & multicolored. LV is mastered in simple eye-popping textures marked with warm color story. Clothing of the brand makes a dizzying virtual impact. This alluring Optic print grabs the eye of the brand strict person. This pattern has geometrical precision, which overpowers and corrects the body defaults. LV uses repetition of simple forms and colors to create vibrating effects, moiré patterns, foreground, background confusion, an exaggerated sense of depth, and other visual effects in its collection.

3.1 C Contemporary silhouettes & Geometrical cuts Dress twists a flattering, feminine silhouette with sporty details. In the LV dress, the top half is crafted from a chunky technical knit with graphic nylon patches over the shoulders that coordinate with the chic A-line skirt. In a contemporary geometric cut,

the top twists, a camisole silhouette with tailored jacket details for a hybrid runway look. Half complete with elegant flap pockets. These features & stylish details have made the designs more unique and original than any other brand could do. Minimal silhouette with angular color-blocking for a chic, graphic look. It underscores the sharp geometric design. Complete with a coordinating wide belt that adds definition to the waistline. LV has used Neutral hues- Black & white to complete a simple & elegant look. While giving value addition through color blocking, Pleating, Patches, Asymmetric cuts along with trim details using buttons, pockets etc.

3.2 An American Fashion Designer well known for his Polo Ralph Lauren clothing brand found in 1967. The range of fashion products varies from Men's wear, Women's wear, Kid's & Toddler's wear, Lifestyle-Home décor as well as Shoes & Accessories. The Ralph Lauren provides High quality American fashion Apparel. The unique identity of this brand is with rich American Heritage, craftsmanship with High quality in Crafting. Today, the Ralph Lauren Group manages a total of 17 fashion brands and 4 lifestyle brands across 493 directly operated stores in 30 countries. Ralph Lauren is most well-known for the Polo shirt from the oldest brand in its portfolio. Some of the brands as a part of the Ralph Lauren portfolio named as- Polo Ralph Lauren, Ralph Lauren Collection, Polo Golf, Polo Sport, Double RL (RRL), Ralph Lauren Purple Label, Lauren by Ralph Lauren, Ralph Lauren Golf, RLX and RLX Golf, Club Monaco, Pink Pony, Polo Ralph Lauren Children, American Living, Ralph Lauren Watches and Fine Jewelry, Denim & Supply Ralph Lauren, & Chaps. Others Including Non-Fashion brands in his portfolio such as- Ralph Lauren Home, Ralph Lauren Pet, Ralph Lauren Fragrance & Ralph Lauren Restaurants. The apparel design story is more towards the classics with clean-cut oxford shirts and basic polo shirts with the embroidered pony. The Elegance of the store is more due to the classic designs along with the label which captured consumer's desire from a luxury brand. Mixing of Haute couture (Customization) & classical designs (heritage). The balance of Class & simplicity attracts the customers of different age groups which possesses their personality. Maintaining that balance has been the brand's core.

3.2 A Tee features a colorful all-over motif of printed paint-splatters and watercolor-inspired brushstrokes. Also, Tie & dye Polo T shirts. Tie & Dye T-Shirt, funny, short sleeve, fashionable casual style, putting on this top makes more attractive in a day wear casual paired with denims. It goes perfectly with almost everything, simply pairing it with skinny jeans, skirt, shorts, heels, boots, or leggings to step up your casual and chic style. Due to the collection of Cartoonist Placement prints-The premium T-shirts by Ralph Lauren is as close to perfect as it can be. It is optimized by all placement print using funky cartoonist teddy bears as quickly becomes favorite to all the teenagers. A soft comfortable look for the Daily wear. Linen voile fabrication with a pink ikat-inspired print. A huge fashion trend returning to Spring is Ikat. Ikat is a textile pattern created through a process of dyeing threads before the fabric is woven. Traditionally, Ikat was hand-woven in South-east Asia and South American cultures but with modern technology it has now become a highly fashionable print popping up at all the fashion runways. The brand has popularized its styles using the prints inspired from ikat into the western silhouettes as shown below. The designer is playing with subtle versions of the prints with panels and even the floral designs are mixed in. Mixing prints, bold colors pairing with tribal style jewels will boom the look.

3.3 B Asymmetrical Silhouettes in tops, tunics & dresses. - Whether it's solid or printed fabric, adding up the asymmetry in a garment gives a completely outstanding & different look. Ralph Lauren Gorgeous Dresses, Tunics & Shrugs help to nail that stunning look for a special event. Subtle Prints- Silhouette is underscoring its innovative strength and creativity with the Purist Collection of subtle prints. These qualities have played a key role in making the brand the global market leader in premium soothing prints. These light prints are aimed at the sophisticated wearer who appreciates aesthetics and design.

3.4 Anthropologie is a Brand founded by Dick Hayne. This brand is part of URBN Group. Other brand of this group includes- Urban outfitters, Free People, Nuuly, Terrain, BHLDN, Menus & Venues. This is a Lifestyle brand designed for the Creative, Educated & Affluent women of the age 30-45 Years. First store opened in Wayne, Pennsylvania, 1992. Brand specialized in Women's wear clothing, shoes, accessories, Home & Furniture, Beauty & Wellness & Outdoor. Anthropologie's clothing assortment is split into dresses, Sweaters, tops, intimates and sleepwear, lounge wear, active wear, swimwear, petites, and sale. It is also having huge assortment of accessories, shoes & Home goods besides clothing. Playing with colorful prints in the women's wear bricks using warm & cool color palette. Catering to Boho Chick styles in women's wear as this is of fashion culture on various bohemian & Hippie effluences.

3.4 A Soft & Delicate easy cool casual cuts & silhouettes- In a world full of trends and styles, dresses are the only ensembles that are easy to pull off, have remained timelessly classy. Especially when the silhouettes play a major role along with cuts which add to the designing elements. Maybe the aura of dresses is prevailing, but women have expressed their persona and creativity with it. Anthropologie has done a good job with asymmetrical silhouettes and geometrical cuts adding up in its styles as shown in below fig. Simple Elegant styles elevated basics like Crochet dress Perfect for a Boho look. Although Crochet dresses are a classic and simple knit, they're still somehow a statement and unique looking. Crochet stylized dresses are very much inn for the people loves to dress inspired by Bohemian. As Anthropologie being one of the brands which is very much into Boho Chic fashion, its designs are promoting simple elegance solid color dresses, Crochet & Schiffli fabric. Some styles are shown below in Fig. 3.4 A (a) & (b) Crochet dresses are a great beach look and there are so many different options out there, from designs and fits to colors and patterns. Its Stylized tops look great with jeans, linen pants and even with bikinis. One can stylized by wearing a crochet bralette under a button-down shirt, leaving it open. B. Simple Elegant styles elevated basics like Crochet dress Perfect for a Boho look. Although Crochet dresses are a classic and simple knit, they're still somehow a statement and unique looking. Crochet stylized dresses are very much inn for the people loves to dress inspired by Bohemian. As Anthropologie being one of the brands which is very much into Boho Chic fashion, it designs are promoting simple elegance solid color dresses, Crochet & Schiffli fabric. Some styles are shown below in Fig. Crochet dresses are a great beach look and there are so many different options out there, from designs and fits to colors and patterns. Its Stylized tops look great with jeans, linen pants and even with bikinis. One can stylized by wearing a crochet bralette under a button-down shirt, leaving it open. C. Long Flowy Colorful Printed Maxi dresses- Anthropologie Bohemian Maxi Dresses has a loose Waist, Flare Dress, Floral Print, Ditzzy Prints, Aztec Prints, Ruffle Pleated Hems, Classic V-neck Shows Women Charming Neckline. With Breathable soft Flowy Fabric. This Chiffon Dress Makes Sure perfect for the Cool Summer.



Fig. 3.4 A (a) Fig 3.4 (b)

3.5 Burberry is a British luxury fashion house Established in 1856, by Thomas Burberry, it currently designs and distributes ready to wear for all category men's, women's & kid's, which includes trench coats, Leather goods, Fashion accessories, eye wear, Footwear, fragrances, and cosmetics. Burberry being most popular for Trench coats. From years, the Burberry Trench Coat is a global fashion icon. The trench coats are rich with stories, with their design telling tales of heritage technical innovation and the ideas of craftsman are put together to make a single piece. The Digital runway shows have been successful in spring summer 2021 & Autumn winter 2021. The leather goods have been majorly loved for this brand with its plaid design & Purity of leather quality specially designed for the niche category of people. Burberry's Brand story heritage is rich with adventure & Exploration. People are most likely to buy leather goods from this brand mostly in formal & semi-formal wear. Brand's Forte: -Rich Heritage, inspired from adventure & likely to have finished & fine tailoring., Stylized logo printed in the tailored garments. Playing with checks & Different kind of plaids in the bricks. Classic Details in the Trench coats-The trench coats of Burberry embrace Modernity. These coats show the classic silhouette in a dull color pallet using Beige, pale stone, charcoal Black & soft Fawn. People are loving this brand for Logo Print Technical Cotton Hooded Parka coat is adding very minimalistic look but with higher functionality. This type of design is cut to a relaxed fit and styled with a protective hood. It is Adjusting the silhouette using the drawcord at the waist. Another forte which Burberry follows is using plaids in some form or the complete look in coats. The trench coat crafted from bespoke cotton gabardine in the below picture showing plaids collar lapels which add up a neat detail & elegant look. The style is cut to a regular fit and paneled in its signature check. The lapel details, Patched pockets, wooden Buttons, checkers, waist belts, Vintage collar and cut to the classic fit has amazed people for this brand.



Fig. 3.5

3.5 A. Checks & Plaids story- Burberry's black, camel, and red Nova check had become recognized brand signatures. The check was introduced as a lining to the trench coat and as such, the lines between fashion and functionality. The check is what made not only the coats but various bricks like dresses, tops, skirts etc. is a signature design for this brand. This design features the

most relevant for the people globally in modern world. Various types of checks & Plaids are found in various brands, but Burberry is the brand known for it now. A sleeveless shirt dress in Italian-woven Vintage check cotton. Knot the belt for a defined waist makes the dresses very casual day wear. T shirts are usually plain, quoted, printed, and are designed by other brands but Burberry gives checks in T shirts jersey by cut & sew technique. The classic style is given a Burberry twist with polished D-rings trimmed in leather in the pleated skirt styles. Men's wear also includes plaids in its hood, sweat tees, Bomber jackets etc. along with pockets, zipper & Button trim details Increasing the functionality keeping a balance with the styling a Burberry brand.

3.5 B Stylized Quoting- Oversized shirts, Tees. Satisfying boyfriend's fit fashion are an Italian-woven cotton blend, animated with stripes and reworked with a mirrored logo in tonal lettering. T-shirts are one of the most selling clothes in the fashion industry because of their versatility and affordable price range. t-shirts printed with quotes or sayings have been a trend, and it appears this trend will last for many years to come. The style of quoting is another way Burberry makes itself different from other clothing brands whether it's a shirt, T shirt, dress, men's, or women's wear etc. Not only is this the way the styles buttoned up over the placket, but collars also etc. the quoting has been done over collar, front, back, sleeve anywhere and everywhere. Like in a black track suit below in the figure framed with Vintage check panels and brand's logo over the sleeve as well in the pants.

3.6 American Eagle Outfitters also known as American Eagle, is an American lifestyle, clothing, and accessories retailer. It was founded in 1977 by brothers Jerry and Mark Silverman in Pennsylvania, United states. American Eagle Outfitters is a brand with their major target group is between the ages 15 and 25. The company started off focused primarily on casual and sportswear, including clothes, shoes and accessories needed for leisure wear and during sporting activities. Some of the brand's popular products are jeans, polo shirts, graphic T-shirts, boxers, outerwear, and swimwear. American eagle has provided Comfort to the people as Today's young people want comfort in every sense of the word. Customers want their clothes to be soft and comfortable, feel comfortable in their own skin. Brand's Forte: - Specialized in Denim Jeans for men's & women's wear. & Soothing Light base prints & Textures in men's & Women's wear.

3.6 A Wide range of stylized denim jeans- There are several things that the wardrobe can't survive without, like perfectly fitted tees, versatile jackets, and great loungewear. But the one thing that easily tops the list has got to be jeans! Jeans are always in classic Fashion. The right pair of denims can really take to the places and owning only one is enough. American eagle has moved beyond the favorite skinny jeans and pave the way to experimentation weather its skinny, High-rise, Mid-rise, Bootcuts, Boyfriend's, flared, Ripped, or discharged. American eagle site provides a separate drop-down option for only denims. Casual Day wear dresses & Jumpsuit- Summer is one of the best times to try out bright florals, geometric and tiger prints of blouses, tops, Trendy T-shirts, skirts, and trousers. Winters and autumns are ideal for layering clothes with darker geometrical, subtle, and military prints. American eagle has provided such designs in all but that is more specialized in prints such as ditzy print, floral prints over subtle light base hue in its women's wear bricks. People love to replace solid color shirt or blouse with a piece having soft

print on it in this brand. Nowadays, floral types of prints have become iconic, trendy and versatile. American Eagle outfitters is one brand which satisfy that Floral print garments styling in its casual day wear dresses and tops. This Give people a sense of becoming simple, pure, and soothing. American eagle outfitters loved for men’s wear collection especially when it’s about prints in shirts besides Shorts & Tees. Zara produces various unique prints in the shirts but compromises on fabric Quality, Whereas AEO is one of the brands which provides both equally. This bold button-up is ready to make waves at the beach or on the boardwalk. The summer cool shirts men’s wear is perfect for resort. This floral shirt brings all the vacation vibes and a short sleeve silhouette for warmer days. American Eagle is very much inspired from Flowers and Tropical Island.

S.no	Brand	Brand niche
1	Burberry	<ul style="list-style-type: none"> • British luxury fashion • Iconic trench coats • Classic & sophisticated style
2	Louis Vuitton	<ul style="list-style-type: none"> • French luxury brand • Caters to Luggage, accessories, high end fashion. • Recognizable monogram pattern
3	American Eagle Outfitters	<ul style="list-style-type: none"> • Casual • Comfort & trendy • Popular among youth
4	Ralph Lauren	<ul style="list-style-type: none"> • Offers from preppy to luxury. • Recognizable Polo player logo
5	Anthropologie	<ul style="list-style-type: none"> • Bohemian & eclectic style • Offers Clothing, accessories & Home goods.

Table 3.1 Shows the data of Brand Forte

4. Methodology of Study

In the methodology of my research paper on brand comparison, a systematic and comprehensive approach was adopted to ensure robust findings. The study involved a combination of quantitative and qualitative methods. Primary data collection was conducted through surveys, capturing consumer perceptions and preferences towards the brands under scrutiny. Additionally, in-depth interviews were employed to gain nuanced insights into the emotional connection individuals form with these brands. The sampling technique ensured representation across diverse demographics, enhancing the generalizability of results. Statistical tools were applied to analyze quantitative data, while qualitative data underwent thematic analysis. This meticulous methodology served as the foundation for a rigorous examination of the brands, facilitating a nuanced understanding of their comparative strengths and weaknesses. The examination of fashion brands in my research involved a multifaceted approach aimed at unraveling the intricacies of their market positioning and consumer appeal. Not only that having worked with fashion Industry while creating new brands from scratch I understood a lot of insight of Consumer Psychology. To begin with, an extensive literature review was conducted to understand the theoretical frameworks and key variables influencing consumer perceptions of fashion brands. Subsequently, Surveys were administered to a diverse sample to quantify consumer preferences,

purchasing behavior, and brand loyalty. In parallel, in-depth interviews with fashion enthusiasts and industry experts provided qualitative insights, delving into the emotional and symbolic associations individuals have with specific brands. Social media analysis was also incorporated to gauge online brand presence and sentiment. The triangulation of these methods facilitated a comprehensive examination of fashion brands, offering a well-rounded perspective on their market dynamics and consumer interactions.

5. Result

The research paper titled “Psychological Aspects of Fashion Brands: A Comparative Analysis of Vero Moda, Zara, and Tantra” explores the intricate connections between consumer psychology and the chosen fashion brands. Delving into the realms of perception, identity, and emotional responses, the study investigates how individuals engage with these brands on a psychological level as where T shirts styles are concerned. By examining the unique strategies employed by Vero Moda, Zara, and Tantra, the paper aims to unveil the underlying factors that contribute to consumer preferences and loyalty. This comprehensive analysis sheds light on the diverse ways in which fashion brands impact the psyche of consumers, offering valuable insights into the complex interplay between psychology and the fashion industry. Analyzing various dimensions such as brand image, pricing, target demographics, and marketing strategies, the research identified distinct patterns and differentiators. Louis Vuitton and Burberry, known for their luxury appeal, were contrasted with the more casual and accessible American Eagle Outfitters. Anthropologie, with its unique aesthetic, and Ralph Lauren, embodying classic elegance, added further diversity to the comparison. The study’s results contribute to a comprehensive understanding of how these iconic brands navigate the dynamic fashion market, offering valuable implications for brand management and consumer behavior.

6. Discussion

The study illuminates the intricate interplay between consumer psychology and the fashion industry. The findings underscore the significance of emotional connections in shaping perceptions and preferences toward fashion brands. This discussion contributes to the broader discourse on how psychological factors influence brand loyalty, purchase decisions, and overall consumer satisfaction within the dynamic realm of fashion. Additionally, it emphasizes the need for brands to craft strategies that resonate with the nuanced psychological needs and desires of their target audience to thrive in a highly competitive market.

7. Conclusion

The study highlights the diverse ways in which consumers form perceptions and make choices based on psychological factors. The findings show the importance of emotional connections, identity expression, and self-esteem in influencing consumer preferences. These Brands are attuned to the psychological nuances to effectively engage with their target audience. This research not only deepens our understanding of consumer behavior within the fashion sector but also offers practical implications for brand management, marketing strategies, and fostering lasting connections with consumers in a rapidly changing and competitive industry.

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