



Review Article

An Investigation on the Traits and Operational Procedures of Living Business in Fashion

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ABSTRACT: *The household accessories and living business is expanding as customers' interest in living environments grows. As part of this trend, international fashion corporations develop their own brands early to capitalize on the varied benefits of each brand in an effort to boost sales. Due to the growing number of international fashion companies looking to expand their living-related businesses, this study is created to investigate the methodologies needed for domestic fashion brands to explore their business. A study of the traits of the current brands of international fashion corporations is provided as: Utilizing the popularity of fashion brands, the impact of distinct textile patterns, and thirdly, increasing synergy by diversifying the company's operations are the first three strategies. Fourth, the insufficient variety in materials suited for living items. Fifth, the unavailability of knowledge on quality parameters. Finally, the following are suggested as the living brand operational procedures for a local fashion firm. First, it suggested working with designers and textile firms. Secondly, it suggested investigating business strategies by including brand licencing; and thirdly, it suggested to extending the strategy of private-label living items by distributing firms.*

KEYWORDS: *Living brands, Fashion brands, Domestic business, Home furnishings.*

INTRODUCTION

The phrase "home-family" has recently been created to the degree that the individual living space is becoming a space for leisure and healing from the busy daily life beyond the idea of housing. This is because more people are relaxing at home and taking modest pleasures. As their interest in living spaces grows, a large number of contemporary individuals are actively sharing their knowledge of how to introduce or decorate their houses through SNS. Happiness from personal space decoration and compassion for others have evolved into new forms of consumerism that produce fresh psychological gratification [1]. The scale of the home furnishings industry has increased dramatically as a result of the emergence of platforms that provide affordable home styling options. The home furnishings industry grew from KRW 7 trillion in 2008 to KRW 12 trillion in 2016, and is projected to reach KRW 18 trillion in 2022, according to Statistics [2]. Large domestic corporations are growing their living-related operations in response to this trend. The purchase of "Casamia" by Shinsegae Department Store, the domestic launch of "Ilva", a Danish home furnishings brand by Lotte, and Sweden by Samsung C&T are all good examples. Consider the introduction of the live brand "Granit" [3].

With a low growth rate of less than 5% since 2010, the domestic fashion market is no longer seeing considerable growth. Similarly, the international fashion market was unable to escape the ongoing recession, but many international fashion companies capitalised on the unique

strengths of each brand to launch living and home lines or brands early in order to satisfy consumer demand and boost sales through corporate growth [4]. However, the domestic fashion industry's living business is still insufficient. As a result, fashion firms mostly import products from outside and run them as niche stores rather than actively planning and producing living goods. In order to meet customer demand for living goods while also increasing revenues for the firm, domestic fashion manufacturers must increase their living offerings [5]. The brand expansion theory has been used to study the expansion tactics and success characteristics of fashion brands that have grown into furniture brands based on previous research on the living brands of fashion firms. There is research that evaluated and examined comparable elements of interior brand textile designs and gave particular examples [6]. Along with a comprehensive study of home collections, and examined the connection between home collections and textile design, as well as the interaction between home collections and home collections in the US market [7].

Along with earlier research, this study did a case study and a characteristic analysis of the living brands of overseas fashion companies in order to predict the future trend of domestic fashion brands in the living sector. This was in keeping with the trend of overseas fashion firms developing their living-related businesses with a new breakthrough in the midst of a recession [8-11]. Let's look at the techniques required to market your company. For this study, journal articles, dissertations, monographs, and relevant publications from both local and international sources were mostly used in the literature search. The empirical study analyses living product collecting instances and gathers data on living-related categories from the homepages of fashion corporations that operate living-related brands. Based on pricing, foreign fashion firms are divided into luxury, contemporary, and other categories. Based on real-world examples, the characteristics of foreign fashion companies' living brands are examined [12,13]. By using this information as a foundation, we hope to help domestic fashion firms build effective business expansion strategies in domains connected to living that are distinct from those of fashion companies abroad.

CONCEPT AND TRANSFORMATION OF THE LIVING BRAND

The term "living" is used to refer to things like food, clothes, housing, and activities that take place in everyday life in a socially and culturally acceptable manner. Living brands are in charge of the entire design of significant living spaces in people's lives. They plan numerous objects needed in daily life, such as lighting, furniture, and textiles, and deliver required products to suit customer demand. In the past, fashion firms only offered a single product line that was focused on garments, but they have since added other product lines including cosmetics and home furnishings. On the fashion brand website, living brands of clothing firms are categorised into sections like "House" , "Living" , "Casa" , and "Lifestyle," or by creating a separate website for the living brand that also sells kitchenware and beds. It provides a range of functional and decorative complete living items, including supplies, dinnerware, furniture, wallpaper, and table decorations. Paul Poiret, a prominent fashion designer who debuted home collections and became the first entire lifestyle company to flourish in 1911, later served as a role model for numerous fashion firms launching living brands [8].

The process of home decoration evolved into a varied living culture between the mid- to late 1990s and the early 2000s, and as props gained in significance, lifestyle stores started to spring up. The popularity of living brands began to spread in earnest in the late 2000s, when well-known foreign lifestyle shops entered Korea and launched chic and affordably priced living products. Famous international living companies and a few upscale retailers created storefronts with goods that placed an emphasis on luxury and uniqueness of design in the early 2010s. At

the same time, local SPA fashion brands entered lifestyle retailers, ushering in a new way of living [11,15].

LIVING BRAND OPERATIONS OF INTERNATIONAL FASHION COMPANIES: EXAMPLES AND TRAITS

Foreign Cases

Based on pricing, living-related brand data managed by foreign fashion firms were gathered and divided into luxury, modern, and other brands. Additionally, among luxury and modern fashion businesses, the representative brands that are launching a variety of living-related products are divided into textile design of 'Total living brands' and 'Main living brands'.

Living Brand of premium Fashion brand

Design of textiles Missoni, the principal living brand, introduced the Missoni Home line in 1983 and continues to produce living items today in collaboration with T&J Vestor, a textile and furniture firm. Etro launched a full-fledged home range in 1985, after beginning with a furniture and textile line in 1981. They formed a collaboration with Jumbo Group, an Italian luxury interior and furniture firm, in 2017 to specialize in the manufacture and sale of home collections. Etro Home uses flowers, plants, and diverse geometric patterns as decorative components on cushions, throws, blankets, home accessories, and bed linens, using Etro's trademark paisley design as a background. Bed linens and bath linens are divided into six groups. Versace Home debuted in 1992, bringing the splendour and sensuality of Neo Classicism, a modern translation of the ancient beauty of Greece and Rome in fashion, to the home environment. Versace Home's rich and exquisite design has a strong color/brightness contrast with the Medusa emblem and black and gold colour combination. They collaborated with interior designer Sasha Bikoff (sashabikoff.com) and artist Andy Dixon in 2019 to develop a diverse manner of expressing various lifestyles in a basic living environment.

In total living brand Hermes Home was founded in 1924 by upholsterer Jean Michel Frank, who utilized Hermes leather coverings for her products. Then, in 1942, Hermes introduced Home Vallet, a furniture's collections, and, since the 1980s, a tableware range that includes ceramics and crystals. In 2011, we introduced La Maison, our home line, featuring entire living items such as furniture, lighting, textiles such as wallpaper and rugs, , pet, children's and tableware living items. In 1989, Fendi established the interior design firm Fendi Casa and unveiled a home collection in partnership with a business that specialized in furniture and raw materials. In order to promote a classy and urban lifestyle, Fendi Casa acquired a licence with Luxury Living Group. The company also works on interior projects, such as furnishing homes with traditional and contemporary furniture as well as fur, leather, and other luxurious materials. uses it in a number of ways to create upholstered fabric items. Additionally, the Rome headquarters was restored in 2016 to function as the five - star hotel Fendi Private Suites, bringing the opulent and sophisticated sensibilities of Fendi Casa.

In order to develop into a comprehensive living firm from lifestyle to lifestyle, Armani (www.armani.com) introduced Armani Casa in 2000. Armani Casa is a compound term of "casa," which means "house" in Italian. Armani Casa has made a name for itself as a professional total living brand by projecting the values gathered in the fashion brand into the living space and expanding them to furniture, lighting, home decoration, fabric, and bathroom and kitchen systems, as well as by entering into a collaboration with a living specialist in many disciplines. For instance, a business that specializes in the design and production of interior textiles. It has been creating home collection products with opulent ornamentation and advanced finishing technologies under a licence agreement with Rubelli. In addition, by

opening hotels in Milan and Dubai, Armani Casa items, which are known for their beautiful yet understated Armani sensibility, became popular [14].

A living trademark of a modern clothing brands

After obtaining a licence in 1995, Calvin Klein extended the Home Line by introducing a home collection that included linens, towels, and silverware. By providing minimalist living items that stress practicality, comfort, and simplicity while drawing on the aesthetics of fashion, Calvin Klein's Home Line has successfully appealed to customers who desire modernism. By categorizing textiles into bedroom, bathroom, and décor items, we are designing a range of living products. Following the 2001 introduction of the well-liked dinnerware line "Polka Dot," Oilily has been growing its home line business. Oilily is presenting a variety of fabric items with vibrant designs similar to the fashion industry by using flower and plant patterns as the primary themes of living products to reflect the vibrant and strong colours distinctive to the Netherlands and a laid-back mood in the countryside. In order to fulfil its urban and practical brand concept for living, DKNY introduced its home furniture collection, "All about touch & feel," in 2001. DKNY's Home Line mostly employs gentle achromatic hues, plain textiles, and relaxed geometric patterns to produce straightforward yet fashionable designs.

In Total Living Brand Marimekko (www.marimekko.com) began to produce a variety of home goods, including bedding. At first, they focused on fashion and fabric design inspired by Nordic functionalism. In order to create a lifestyle shop within a lucrative fabric business, Marimekko introduced the "In Good Company" tableware collection and Anu Penttinen's glassware line in 2010. Since then, the company has evolved into a comprehensive living brand and offers a wide range of locations. We provide live items for a range of uses. The home collection from Marimekko is divided into two categories: a traditional product line that consistently features the iconic Unikko pattern, and a new season collection that features a lovely analogue sensibility each season. Ralph Lauren introduced his entire living line in 1983, reflecting the traditional and opulent tastes of a British celebrity family. The Home Line is being developed by Ralph Lauren by being split into three brands with various pricing points and designs. First, Polo Ralph Lauren Home, a mid-priced brand, concentrates on items with the brand's iconic bear and polo insignia. Second, in the mid-range price bracket, Lauren Home concentrates on fabric goods with a serene appeal. Third, Ralph Lauren Home is a product with a medium price range. It is made up of expensive things in a traditional design. The home décor line was introduced by Kate Spade (www.katespade.com) in 2004, and the home living brand Kate Spade at home was formally introduced in 2007. In addition to offering a variety of whole living collections, including stationery, kitchen, dining, bedding, bathrooms, and lighting, Kate Spade has introduced Main Line as a category to its home page.

Living brand of SPA (specialty retailer of private label apparel) fashion brand

In 2003, ZARA created ZARA Home (www.zarahome.com) as a brand associated with Spain's Inditex Group, a significant player in the world's fashion distribution market. ZARA Home produces a variety of items in small batches and releases new products twice a week. ZARA Home is launching a line of complete living items based on a distinctive textile collection that makes the most of the textile expertise of the Inditex Group. Additionally, a living area with rich textures is produced by employing a variety of materials, including ceramic, glass, metal, wood, and marble for furniture and accessories. H&M Home was launched in 2009 by the Swedish clothing retailer H&M (www2.hm.com/en_kr). Fast living is a fast-living, small-scale manufacture of a range of items for each area, including the bedroom, living room, kitchen, bathroom, and nursery. This is known as "fashion for the house." lead H&M Home does not independently reveal the names of its collections, but it aggressively uses social media to spread style advice for its latest merchandise. Similar to ZARA Home, H&M Home is becoming

involved in sustainability by releasing "Conscious" items and having an interest in environmental concerns as an SPA brand. By employing organic cotton that is recyclable, renewable, and biodegradable instead of using hazardous chemicals throughout manufacture, conscious goods practise sustainability. Additionally, conscious goods help women become economically independent and create jobs, which supports economic progress.

Domestic Cases

Domestic fashion brands with contemporary and straightforward designs and shapes have their own symbolic textile designs, as opposed to foreign live brands that create their own textile designs in partnership with textile design firms and designers. Creating a live, relevant brand is challenging. The effect of employing living items and designs that represent the symbolic qualities of fashion brands and the awareness of fashion brands is thus minimal because many companies purchase living products and run them in the form of a select store. Collaboration with a qualified textile design business or designer is necessary in the form of a project in order to enhance this. Fashion firms have entered the live industry since it is also challenging for them to make living items.

Exploration of Business Models through Brand License Signing Domestic customers have a high level of familiarity and attachment to abroad brands, and many domestic fashion enterprises are already conducting business through international brand licencing, based on manufacturing know-how comparable to that of sophisticated fashion nations. are carrying out DAKS Home is a representative brand in the living industry, and it is an example of a successful licenced brand by adapting DAKS' characteristic check pattern to various living items, including beds. It will be important to develop a new business model through a licence arrangement with a brand that has not yet reached the living sector among prominent foreign fashion companies whose brand awareness is high and differentiated in textile design, colour, and material.

Domestic distribution behemoths like as Lotte, Shinsegae, and Hyundai are helping fashion firms flourish by purchasing and running them, providing them with steady cash and organizational authority, and ensuring distribution networks. Domestic customers place a high degree of confidence in these distribution organizations; therefore, they have run numerous clothes PB brands and select stores, and more recently, PB brands can be found in the living sector. However, customers are not paying attention to distribution firms since they lack distinctiveness and exposure. Famous international department shops are actively attempting to manufacture new live items in order to combat this predicament. Liberty Department Store in the United Kingdom, for example, is liked not just by locals but also by tourists due of its distinctive interior design and PB goods with unique designs made by the department store.

ANALYSIS OF LIVING BRAND CHARACTERISTICS OF OVERSEAS FASHION COMPANIES

1. Increase brand recognition for fashion

Brand awareness influences customers' subjective assessment and is a component that contributes to asset value [9]. Reduce the perception of danger that the consumer feels while selecting a product by approaching high and potential customers in a nice and approachable manner. Having a distinct brand identity and appearance helps people recognize a fashion brand. Existing fashion businesses create a synergy that is palpable across fashion brands by sharing ideas, patterns, and aesthetics that are strikingly similar to fashion with their current collections. Positive aspects of existence are also produced psychological satisfaction.

2. Application of distinctive textile design

As distinct textile designs for living items are developed and put into use, the distinctive patterns, patterns, and colours of fashion companies are modified to meet the living area. We try to merge the colours, materials, and styling that are often utilised in fashion into our living items and recommend patterns that match the company's idea in the case of a fashion brand without a characteristic pattern.

3. Expansion of the business utilizing living items

By using the brand image and symbolism, fashion firms are diversifying their operations into other areas. Businesses managed by luxury fashion labels include hotels, cafés, and restaurants. These establishments employ the brand's furniture, tableware, and upholstery products for a range of living items in hotel rooms and cafes, as well as for interiors designed to reflect the brand's aesthetic. Customers who had a thing for established fashion labels may experience lifestyles, such eating and sleeping, as well as living items, outside of the brand's physical store. Additionally, it draws in new consumers as well as those who want to observe and experience the display by organizing exhibitions and events in its flagship shop using different live items.

4. Lack of variety in the materials used to make living things

Living brands of fashion firms have a lot of knowledge on textiles for garments since they are brands that originated in the fashion industry, but they also have a living system that takes into account the functional and managerial qualities that living-specialized brands possess. It is clear that there is a dearth of expertise and variety in the materials used to make items. For instance, by examining consumption patterns and trends, professional living brands can determine the rate of growth of the functional bedding market, launch a range of materials with an eye toward allergy prevention, antibacterial strength, breathability, and warmth, and offer consumers a variety of options. However, there are few living product kinds available for different customer tastes and living arrangements, and fashion businesses' living brands do not employ novel or practical materials.

5. A lack of knowledge about quality

In everyday life, living items constantly come into touch with the skin and breathe, thus it's critical to check for hazardous substances and production conditions. The majority of fashion brands work with reputable interior textile producers or distributors under licencing agreements to make living items. Additionally, it is discovered that details concerning the material, such as the type of material used and the yarn's thickness, are not provided in sufficient depth or are completely absent.

6. Insufficient room and material for living brands

Every year, luxury fashion firms with live brands take part in furniture fairs and debut fresh content utilising living items in hotels and other commercial settings. With the exception of ZARA Home and H&M Home, however, living brands of fashion firms frequently lack retail shops or storefronts, preventing customers from seeing items in-person. Instead, customers must frequently check products through online malls or social networking sites. Additionally, fashion businesses use social media sites (SNS) actively to create different brand materials and collaborate with fashion magazine accounts [10]. Because there aren't many postings, people don't comment on evaluations of living items or upload images of their homes for the site, it's clear that fashion firms' living brands lack customer communication and content creation.

CONCLUSION

With the global living industry expanding, fashion firms have been marketing their entry into the market by emphasising their unique qualities. As a result, this study attempted to investigate

techniques that would serve as the foundation for future domestic fashion firms designing living brands through case studies and a characteristic analysis of domestic and overseas fashion companies' living brands. First, after categorising the living brands of international fashion firms by price range as luxury, modern, and SPA, the features of the living brands of fashion companies were examined.

First, by sharing concepts, designs, and styles that are highly similar to fashion, the brand approaches consumers as familiar with the brand, and the psychological satisfaction that a fashion brand can feel through living products when developing a living brand using the brand awareness of a fashion company. It is also available. Second, fashion firms are bridging the gap between fashion brands and living brands by presenting patterns, styles, and styling appropriate for living items inside the brand idea, with their distinguished and unique textile design as their strength. Third, via company development into diverse industries like as hotels, cafés, and restaurants, fashion firms create possibilities for customers to experience a range of living products, and carry out interior designs that complement the brand's idea. We recommend feelings and ways of living. Fourth, although living brands of foreign and domestic fashion firms have a lot of expertise in textiles for clothes, there is not a lot of new material being used that is appropriate for living products. Limited. Fifth, there is insufficient information on applied materials, production technology, and quality control because the majority of overseas fashion companies' home line and living brands have licences with specialised textile manufacturers and distributors. As a result, very few living products are produced directly by these companies. Future follow-up research is anticipated to be used as valuable information by relevant businesses and industry professionals to create a desirable live brand planning model that is appropriate for the circumstances of domestic fashion enterprises.

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