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FEMINIST PRINCIPLES IN MARKETING AND BRANDING OF FASHION COMPANIES: HOW BRANDS USE FEMINISM IN ADVERTISING CAMPAIGNS AND HOW IT AFFECTS CONSUMER PERCEPTIONS

Abstract: the article is devoted to the problem of feminist marketing in fashion. The author notes that the key point in marketing is authenticity - when brands sincerely embrace feminist values, it can lead to stronger emotional connections and a more engaged consumer base.

Keywords: marketing, feminism, branding.

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ФЕМИНИСТСКИЕ ПРИНЦИПЫ В МАРКЕТИНГЕ И БРЕНДИНГЕ МОДНЫХ КОМПАНИЙ: КАК БРЕНДЫ ИСПОЛЬЗУЮТ ФЕМИНИЗМ В РЕКЛАМНЫХ КАМПАНИЯХ И КАК ОН ВЛИЯЕТ НА ВОСПРИЯТИЕ ПОТРЕБИТЕЛЕЙ

Аннотация: статья посвящена проблеме феминистского маркетинга в моде. Автор отмечает, что ключевым моментом в маркетинге является аутентичность – когда бренды искренне разделяют феминистские ценности, это может привести к более сильным эмоциональным связям и более вовлеченной потребительской базе.

Ключевые слова: маркетинг, феминизм, брендинг.

Feminist principles in marketing and branding have become a powerful tool for fashion companies, with many brands using feminism to resonate with modern consumers who value equality and empowerment. By incorporating messages of body positivity, gender inclusivity, and women's empowerment, these campaigns aim to break

traditional beauty standards and challenge stereotypes. This not only aligns with the values of their target audience but also fosters a sense of loyalty and trust. However, when brands fail to genuinely commit to these ideals and are seen as exploiting feminism for profit, they can face backlash, damaging consumer perception and brand credibility. The key is authenticity-when brands authentically embrace feminist values, it can lead to stronger emotional connections and a more engaged consumer base.

The Rise of Feminism in Advertising.

1. Social Shift – Driven by a growing feminist movement, consumers are demanding more progressive, inclusive messaging from brands.

2. Brand Relevance – Embracing feminist principles helps fashion brands stay culturally relevant and appeal to a younger, more socially conscious demographic.

3. Authenticity – Brands must carefully craft feminist messaging that feels genuine and aligned with their core values to avoid backlash.

Defining Feminism: Examining the Core Principles.

1. *Gender Equality* – Feminism advocates for equal rights, opportunities, and treatment for all genders.

2. *Body Positivity* – Feminist principles challenge narrow beauty standards and celebrate diverse body types.

3. *Female Empowerment* – Feminism seeks to empower women and amplify their voices in society and the marketplace.

Fashion Industry and Feminism: Opportunities and Challenges.

1. Opportunities.

Fashion brands can leverage feminist principles to drive brand loyalty, increase market share, and appeal to a socially conscious consumer base.

2. Challenges.

Brands must navigate the complexities of feminist messaging, ensuring authenticity and avoiding the perception of tokenism or exploitation.

3. Authenticity.

Successful feminist branding requires a genuine commitment to the cause, not just surface-level marketing tactics.

Feminist Branding: Strategies and Tactics.

Inclusive Imagery.

Feature diverse models that challenge traditional beauty standards and represent a range of body types, ages, and ethnicities.

Empowering Messaging.

Craft bold, inspirational copy that celebrates female strength, independence, and self-acceptance.

Charitable Giving.

Donate a portion of sales to organizations that support women's causes, further demonstrating a brand's commitment to feminism.

Influencer Partnerships.

Collaborate with feminist influencers and activists to amplify the brand's message and reach an engaged, socially conscious audience.

Case Studies: Brands Embracing Feminist Messaging.

Dove: Real Beauty Campaign.

Dove's long-running «Real Beauty» campaign celebrates diverse body types and challenges traditional beauty norms, resonating with consumers.

Aerie: #AerieREAL Movement.

Aerie's commitment to unretouched imagery and body positivity has helped the brand build a loyal, engaged community of fans.

Rihanna's Savage X Fenty.

Rihanna's lingerie line features a wide range of sizes and showcases models of diverse backgrounds, empowering consumers.

Consumer Perceptions: Impact on Brand Loyalty and Purchase Decisions.

Brand Loyalty.

Consumers are more likely to support brands that align with their values and social causes, fostering lasting brand loyalty.

Purchase Decisions.

Feminist-driven marketing can influence consumer purchase decisions, particularly among younger, socially conscious demographics.

Positive Sentiment.

Brands that successfully integrate feminism into their branding often enjoy a boost in positive consumer sentiment and word-of-mouth.

The Future of Feminist Marketing in Fashion

Increased Demand.

Consumers will continue to demand more feminist-aligned messaging and brand values from fashion companies.

Authenticity Imperative.

Brands must ensure their feminist branding efforts are genuine and not perceived as performative or exploitative.

Diversified Representation.

Inclusive, diverse representation across all aspects of fashion marketing will become the industry standard.

The future of feminist marketing in fashion is likely to evolve as consumers demand more genuine, inclusive, and socially responsible messaging. As younger generations become more socially conscious, fashion brands will need to move beyond surface-level feminism and demonstrate a real commitment to gender equality, sustainability, and body diversity. This may involve more inclusive representation in campaigns, offering clothing that fits a broader range of body types, and addressing labor practices in the industry. Brands that embrace intersectional feminism—recognizing the different experiences of women based on race, class, and identity—will stand out. The future of feminist marketing will be driven by transparency, authenticity, and a deep connection to the values of today's empowered consumers.