

Public Relations and Advertisement

M.Sc. Clothing & Textiles

Definition and concept

According to the Institute of Public Relations, USA, “Public Relations is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.” A public relations officer (PRO), also known as ‘Media Specialist,’ is the spokesperson of an organization. His or her role is to convey the policies and interests of the organization to the public through various modes of media. For an organization, ‘public’ refers to the existing customers, potential customers, shareholders, financiers, media, government bodies, employees, etc. The need for a PRO can be found in almost all sectors, including private companies, advertising agencies, financial organizations, government agencies, charities, etc.

Functions of PRO

- Reputation Management
- Goodwill Creation
- Crisis Management
- Organizing Press Conference and Preparing Media Plan
- Communication Budget
- Effective Marketing
- Communicating with Senior Management
- Answering Queries
- CSR Activities

Need of PRO in Fashion World

The fashion world is dependent on creating trends that attract and retain the attention of a clothes-conscious public. The role of a public relations representative in this industry is critical because she puts the face of her client companies out in the world. This person is responsible for marketing the latest fashions in a creative way, creating a buzz among influential journalists and bloggers.

Promoting a fashion business is the number-one goal of a public relations representative in this field. Fashion cannot be solely promoted by pictures of celebrities wearing designer outfits. Fashion industry needs proper advertisements and promotion. Public relations is a very important part of every industry, even fashion industry. Fashion brands need to be promoted to every level from a stylist in the city to a school girl in a small town. Obviously the products might take quite some time to reach the towns. But due to increasing online shopping facilities, buying these products at an instance has become an easy task.

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So, coming to the point, fashion needs promotion because people aren't aware of trends (some people are not and some are) and we can't predict the trends. So a brand needs to tell people what is the upcoming trend and that they're the trendsetter and that these collections of outfits suit these trends best. This involves working with editors who will write articles about the company for leading fashion magazines. It takes a business-oriented mind as well as an interest in fashion to create the materials necessary to get your company's name in the media. Fashion public relations specialists spent much of their time in interactions with company staff, including designers and marketing executives, as well as with vendors and customers. The public relations specialist encourages key buyers to carry the fashion line or promote it at events. Fashion public relations representatives also handle complaints on a frequent basis. They have to pacify customers regarding incorrect or late shipments, damaged merchandise or other misunderstandings, so that the customer gets his satisfaction.

Need of Advertisement in Fashion World

Fashion is one of the most cutthroat industries. Famous fashion brands compete not only with each other but with smaller and younger brands. Today's customers, and especially fashion customers, have become more demanding. They don't want to buy just a product -- they want to buy a story, a lifestyle, emotions. They want to be surprised and be a part of something bigger.

Most of the people think that fashion industry needs no to very few advertising but that's wrong. Fashion cannot be solely promoted by pictures of celebrities wearing designer outfits. Fashion industry needs proper ads and promotion. The use of advertising in the fashion industry was started as early as in the Victorian period. Advertising is been very important to the fashion industry as its one way of reaching a mass group of people quickly, as fashion today is very competitive and need speed marketing. According to (Dittrich, 2000) it has been estimated that an average women sees between 400 to 600 advertisements per day.

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