

Kateryna Yahelska

State University of Trade and Economics, Kyiv, Ukraine

ORCID ID: 0000-0002-3760-003X

DIGITAL COMMUNICATIONS OF LOCAL FASHION BRANDS IN PLACE BRAND BUILDING

The article examines the role and characteristics of digital communications of local fashion brands in shaping a place brand. It is substantiated that modern local fashion brands go beyond the traditional marketing function of product promotion and act as important agents in shaping the international perception of a territory, transmitting its cultural identity, creative potential, and social values through digital communication channels.

The choice of Ukraine, Poland, Romania, and Turkey as objects of comparative analysis, representing different models of development of fashion markets, digital economy, and competitive environment, is justified. It is established that the Ukrainian fashion market is at the stage of structural transformation, characterized by quite high fragmentation and the active use of digital platforms. It is proven that these features create favourable prerequisites for utilizing digital communications not only as a means of product promotion but also as a mechanism for shaping a place brand.

It is substantiated that the competitive advantage of Ukrainian local fashion brands lies in cultural authenticity, the integration of national identity into brand communications, and the use of digital platforms to form a positive image of Ukraine. The omni-channel model is identified as the most effective digital communication system for local fashion brands. A process model for shaping a place brand through the digital communications of local fashion brands has been developed, which structures the logical value creation chain – from shaping the brand identity of a local manufacturer and its digital communication activity to transforming audience engagement into the brand equity of the enterprise and the subsequent formation of the reputational capital of the territory. The proposed model demonstrates that a local fashion brand acts as a primary carrier of territorial identity, while digital communications, e-commerce, content marketing, and storytelling ensure the integration of territorial meanings into brand communications and contribute to increasing the visibility, competitiveness, and international reputation of the region or country.

Keywords: digitalization, branding, place brand, fashion industry, territorial reputation, market, social networks, advertising, positioning.