



Curtin University



Faculty of Business and Law

2020 Australian Government Research Training Program Scholarships

Strategic Project Profile

PROJECT TITLE: Brand Innovations: Investigation on Effectiveness of Fashion Brand Collaborations and Radical Innovations

FIELD OF RESEARCH CODE: 1505

PROJECT SYNOPSIS: The fashion industry is undergoing dynamic shifts, especially with disruptions and emergence of new business formats, innovations and blurring lines between fashion categories (McKinsey, 2019). In particular, the lines between fast fashion, high fashion and also street wear have also blurred (Stankeviciute and Hoffmann, 2010; Alexander and Contreras, 2016). This has also seen the rise of many innovations within the industry into other non-fashion related products and industries. Notably, strategies such as fashion collaborations between fast fashion brands (e.g. H&M) and street wear and also high fashion have become increasingly common and popular. However, the research behind the successes of these collaborations, in particular impact on both brands, and consumer responses are relatively limited (Oeppen and Jamal, 2014).

In addition, in the age of “innovations”, these brands have also looked towards other means of expanding and diversification. The emergence of “radical innovations” into similar and dissimilar product categories are deemed as the directions of numerous niche fashion brands and major fashion houses (Rollet and Hoffman, 2013). Therefore, this research propose examining the effects of fashion brand collaborations and radical innovations on consumer perceptions and consumer acceptance towards the brand. The research will extend theories such as the Congruency Theory into the context of fashion branding. In addition, the inter-brand relationships between

different categories of fashion brands (e.g. high fashion collaborations with street wear) will also be examined (Alexander and Contreras, 2016).

The research will be undertaken using a mixed-method approach which will include an exploratory study into consumer responses towards fashion collaborations and innovations. The other phases will examine the consumer responses and acceptance using quantitative methods. The findings of this research will contribute by extending congruency theory beyond brand extensions into studying brand collaborations. In addition, it will provide practitioners with strategies for evolving fashion brands. This also provides further implications for brand managers and practitioners.

The value of this research is anchored on the lesser studied field on brand collaborations and innovations, with a particular focus on fashion brands. The changing business landscape has resulted in creative strategies and partnerships. However, the research within this area is currently limited. As the era of innovation continues, there are a significant growth in radical or disruptive innovations within various industries. The study is expanding beyond brand extensions to addressing the rise of brand product innovations and its impact on parent brand and consumers (Hennigs et al., 2013) Therefore, it is valuable to examine the effectiveness from a business and consumer perspective.

FEASIBILITY AND RESOURCING – DESCRIPTION OF THE SUPPORT THIS PROJECT WILL RECEIVE:

The project will be supported by the supervisory team and with potential to source external/industry collaboration. The faculty will provide a laptop, shared workspace and research training. The research office provides sufficient research support funds and conference funding. The university provides access to the necessary software. No additional resources are needed to complete the project.

WHAT MINIMAL ATTRIBUTES AND SKILLS EXPECTED BY THE CANDIDATE BE COMPETITIVE:

Honours I or higher.

Prior research experience is mandatory. It might not be directly related and relevant to thesis field, but would need to show experience. Prior research outputs should also be included in application (if available).

THE SIGNIFICANCE OF THE PROJECT/ PROGRAM FOR THE ENROLLING SCHOOL OR INSTITUTION:

Marketing is a priority research area for the Faculty of Business and Law, having been rated World Class in the 2015 and 2018 ERA assessments. This project aligns with the luxury branding research cluster within the School of Marketing.

Students are advised to contact the Project Lead listed below prior to submission of their scholarship application to discuss their suitability to be involved in this strategic project.

PROJECT LEAD CONTACT

NAME: Min Teah, Senior Lecturer Faculty of Business and Law

EMAIL: min.teah@cbs.curtin.edu.au

CONTACT NUMBER: +61 8 9266 4348

CO-SUPERVISOR

NAME: Isaac Cheah, Faculty of Business and Law

EMAIL: Isaac.Cheah@cbs.curtin.edu.au