



## MODULE 5 Worksheet

Giveaways:

1. Fashion is a kind of reflection of the prevailing culture in a given community, it allows you to express your values, as well as show your cultural affiliation. Culture also influences design and fabric selection.
2. A properly tailored online presence creates new growth opportunities for brands and is now an essential sales tool. The leader of e-commerce in Europe is Zalando, a German mail-order online store based in Berlin.
3. Knowing your consumer and their behaviour results from considering their social behaviour, their needs, desires, consumption habits, communication style and reactions.

Activity for self-reflection:

Think about the **meaning of colours**. Through colours people can express themselves, their emotions and convey important messages to others. They are also an important and integral part of marketing, including fashion marketing.

An example is the **LEVI'S logo** that has the colour **red**, which is intended to symbolize the lifestyle of customers. Full of character, many intense moments and courage. Red in this case indicates emotion. The colour of the logo is intended to remind of good moments and suggest their return. In addition, the logo is simple, but thanks to its distinctive colour it catches the eye, thus causing people to pay attention to it.

Now, what about the meaning of **red**, **orange**, **yellow**, **green**, **blue**, **purple**, **black** or **white** in your culture?

Case study:

The strategy of Réalisation Par, an online fashion business, is to simply sell individual pieces of clothing or accessories instead of collections of clothing. The company places a strong emphasis on a strong social media presence and has integrated the site with its Instagram account. By doing so, it is increasing its online popularity.

Find out more in Module 5 through the online cooperative platform <https://tecofash.erasmus.site/>