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9 Fashion Marketing Trends for 2024 (+ Tips, Ideas, and Examples)

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[9 Fashion Marketing Trends for 2024 \(+ Tips, Ideas, and Examples\)](#)



By Intelligent Relations Team

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The fashion industry comprises a plethora of brands and designers. To stand out effectively, you'll need an innovative marketing strategy in place that showcases your unique style, quality, and ethos.

So, how do you accomplish this in such a competitive industry?

To start, it's important to keep in mind that fashion is driven by trends and marketing plays a vital role in creating and promoting these trends.

You'll need to engage in continuous market research to develop the right strategy. That involves gauging current tastes and being agile in adapting your products and marketing strategies.

Plus, it's important to create engaging, authentic, and innovative content, while exploring emerging digital platforms.

Additionally, knowing how to tap into niche markets can give you a major advantage.

The good news?

You don't need to scour the Internet for current ideas. We've outlined 9 of the leading fashion marketing trends for you.

Read on to learn tips, ideas, and examples of these trends. Find out which ones work best for your brand and how to integrate them into your marketing strategies.



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Feel that your fashion marketing and PR strategy could use an upgrade?

Let us help. Simply book a free consultation with one of our marketing and PR experts. We'll take a look at your current mix to see where it could benefit from a boost.

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Our 9 Best Fashion Marketing Trends 2024

Public Relations

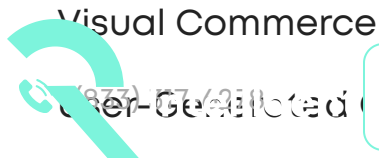
Influencer Marketing

Political Statements

Short-Form Video

Ethics and Sustainability

Omnichannel Marketing



Visual Commerce

Customer Generated Content

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Social Media Shopping

1. Public Relations Build Your Brand Image

The fashion industry is heavily driven by brand image and reputation. That makes public relations (PR) one of the top fashion marketing trends.

In the fashion industry, the perception of a brand can influence consumer behavior. PR helps create a positive public image and build a strong brand identity.

PR is also important for launching new fashion lines or products. It can help you generate buzz through events, press releases, and media coverage.

Finally, fashion brands often aim to be seen as trendsetters. PR strategies can help position you as a thought leader in the industry. This can influence trends and consumer preferences through strategic communication.

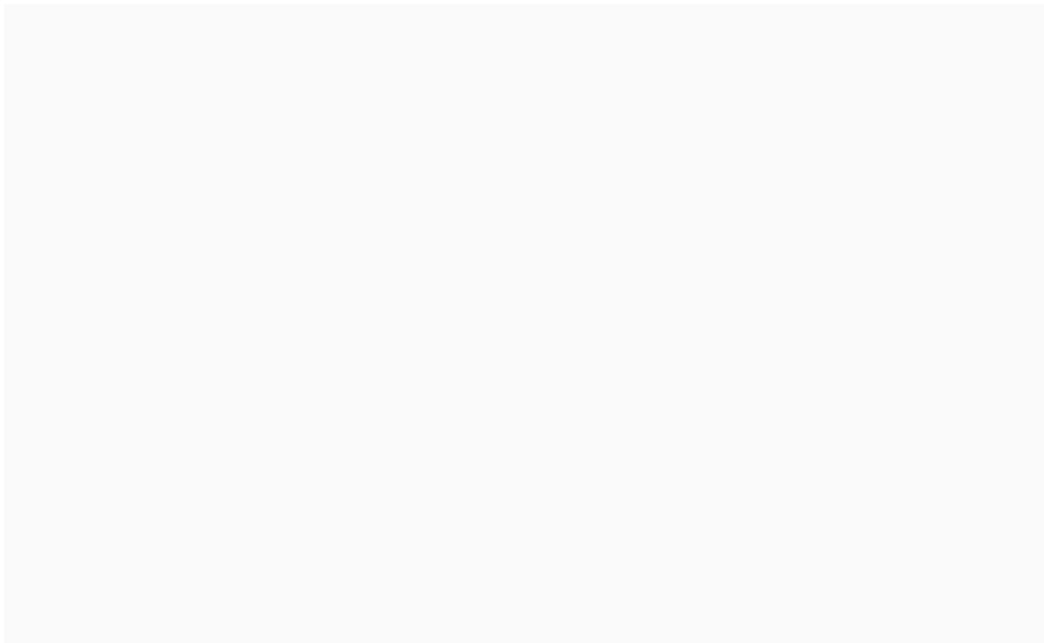
Want to make PR one of your fashion marketing trends for 2024?

Start by identifying how to tell your brand's unique and compelling story. This story should be woven into all your PR activities. It can include the inspiration behind your collections, your values and mission, or the designer journey.

Next, be sure to build and maintain relationships with media outlets, bloggers, journalists, and stylists most

interested in your story. These individuals can amplify your brand's message to a targeted audience. Collaborate with them through press releases, special events, and exclusive previews.

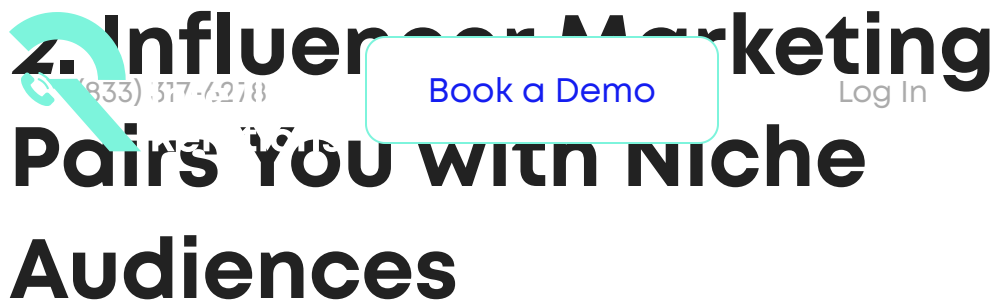
IR's PR platform connects you with the most relevant fashion journalists and publications. Here's what it looks like in action:



Pro Tip: Participating in fashion shows and organizing events can boost your brand's PR. These events provide an opportunity to showcase your collections and brand identity in a dynamic setting. Ensure that your events are well-planned and target the right audience.

PR can be a complex process, especially if you've never developed an effective PR strategy. We can help streamline the process. [Book a free demo](#) to learn how.

Want to learn more about what PR entails in 2024? Then you'll want to check out our article: [18 Top PR Trends Shaping the Industry in 2024](#)



Influencer Marketing Pairs You with Niche Audiences

Influencer marketing is becoming a general trend in digital marketing, but it's one of the leading fashion marketing trends.

That's because fashion influencers try on clothes and offer candid reviews, which helps consumers gauge a product's fit and quality. This approach facilitates convenient shopping experiences and introduces consumers to new products.

How can you get started on influencer marketing as one of your fashion marketing trends?

It's crucial to partner with influencers whose followers align with your target audience. Look for influencers who have a significant number of followers and high engagement rates. Their style and values should resonate with your brand's image.

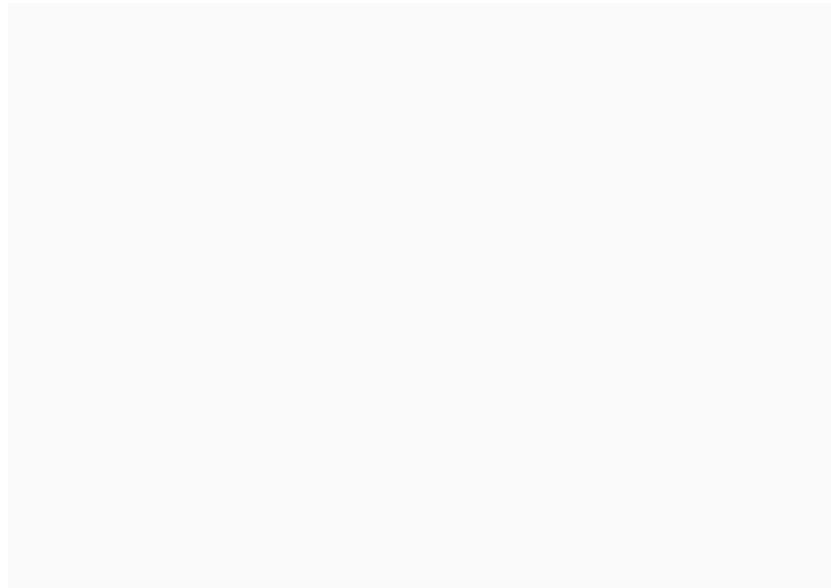
And don't underestimate the power of micro-influencers. Micro-influencers often have a more engaged and niche audience. Despite having fewer followers, collaborating with them can be beneficial for targeted campaigns.

Also, encourage influencers to create content that feels genuine and aligns with their usual style. This approach can result in more authentic engagement.

Collaborate on creative ideas that allow influencers to showcase your fashion products in a way that feels natural to them and appealing to their audience.

[Chiara Ferragni](#) is one of the top fashion influencers on Instagram. Her page examples of what influencer marketing in the fashion industry:

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Pro Tip: Don't limit your influencer collaborations to just one social media platform. For example, an influencer could introduce a fashion piece on Instagram, create a styling video on YouTube, and engage in real-time Q&A about the product on Instagram Live or TikTok.

Ready to get started on influencer marketing? For more influencer marketing ideas and tips, see our article: [9 Top Influencer Marketing Trends Shaping the Industry in 2024](#)

3. Political Statements Give Your Brand an Ethos

Political statements have become one of the most prominent fashion marketing trends.

Previously, fashion retailers steered clear of politics. They often feared losing view. However, time promoted political

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Today's consumers are increasingly interested in the ethos of the brands they support. Making a political stand has become crucial. And fashion brands are incorporating political statements into their website copy and social media posts.

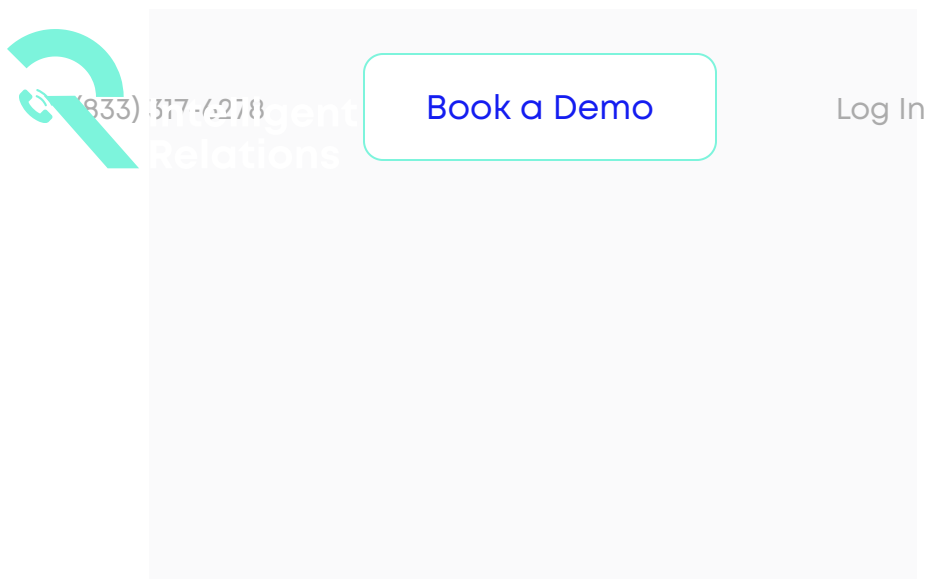
One way to approach this as one of your fashion marketing trends is to launch a clothing line that supports specific political ideas. The approach can earn you credibility and attract customers while contributing positively to societal issues.

One thing to keep in mind is that consumers are increasingly savvy and can detect inauthenticity. When integrating political statements into your fashion marketing strategy, ensure that they align with your brand's core values and mission.

While it's impossible to please everyone, understand the general political leanings and social values of your customer base. This can help in crafting messages that resonate with them.

This doesn't mean shying away from bold statements, but rather being strategic about the issues you choose to address.

ALL CAPS STUDIO is among many fashion brands that use political statements. Their "Silence is Violence" shirt, in support of Black Lives Matter, was one example, though it has since been discontinued on their website:



Pro Tip: Use political statements that are educating and informative, rather than polarizing. The goal should be to encourage thoughtful discussion and raise awareness. Avoid using charged or divisive language that could alienate part of your audience.

4. Short-Form Video Boosts Engagement with Your Brand

Why is short-form video one of the most important fashion marketing trends? They typically have higher engagement rates compared to other content forms.

Consumers are also more likely to watch short-form videos in full and share them. This is crucial for boosting visibility and brand awareness in the crowded digital space.

Each short video should tell a story or convey a message that aligns with your fashion marketing, this could be the lifestyle or values associated with your brand, not just the clothing itself.

Create videos that resonate emotionally with your audience. They can include humor and inspiration. They can also showcase the behind-the-scenes of your brand. This approach helps build a deeper connection with your audience.

Also, use the right hashtags, engage with current trends, and use platform-specific features. Always aim for the first few seconds of your video to be captivating enough to stop viewers from scrolling past.

Below, you'll find an example of short-form video in fashion:



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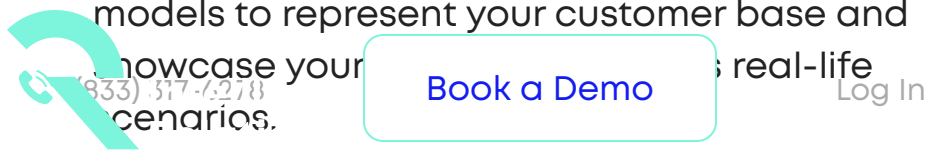
@uptownholland

You NEED to come in and check out our new product! Come in and sho ...See more

original sound - 🌟 IMA GR8 BIG STAR



Pro Tip: In fashion marketing, it's crucial to display your products in a way that is both creative and inclusive. Use a diverse range of



Want to see why video marketing is one of the top marketing trends in 2024? Or just need some ideas for video marketing? Read our article: [Top 10 Video Marketing Trends for 2024 \[+ Tips\]](#)

5. Ethics and Sustainability Are Important for Consumers

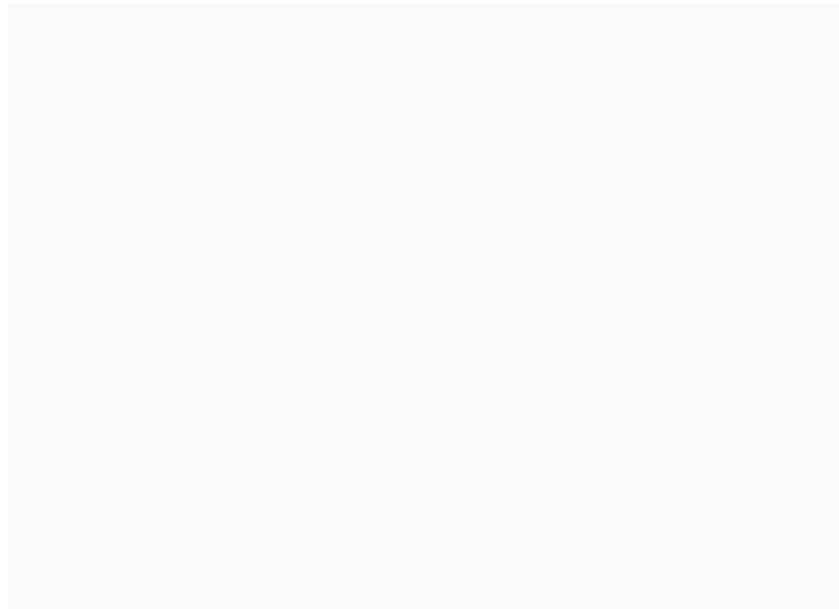
Another one of the key fashion marketing trends for 2024 is ethics and sustainability.

The growing customer interest in sustainable fashion and ethical practices is reshaping the industry. Brands should communicate their commitment to these values to gain consumer trust.

Be open and honest about your sustainability practices and ethical standards. Share details about your supply chain, the materials you use, and the working conditions in your factories. Also, include steps you're taking to reduce environmental impact.

Create a narrative around your sustainable and ethical practices. Share the journey of a product from sourcing materials to production. Highlight the positive impact on the environment and the communities involved in production.

[People Tree](#) is one of the most recognized sustainable fashion companies. ["About us" page](#) provides an example of how companies can communicate ethics and sustainability:



Pro Tip: Try using your marketing platforms to educate your customers about sustainability and ethical practices in the fashion industry. Share tips on how to make more sustainable fashion choices. Or, explain the importance of ethical labor practices.

Want more ideas for your content marketing strategy? We've got you covered! Learn more here: [7 Top Content Marketing Trends 2024 \[+ Tips and Tricks\]](#)

6. Omnichannel Marketing – Creating a

Seamless Experience Across Channels

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What makes omnichannel marketing one of the top fashion marketing trends? This model synchronizes all sales channels. It improves the user experience and simplifies retailer operations.

Plus, omnichannel marketing enables faster order processing and delivery, enhancing customer loyalty.

To use omnichannel marketing, ensure that your brand's image, message, and customer experience are consistent across all channels. This includes your online store, social media platforms, mobile apps, and physical retail stores.

For example, the style, tone, and visual elements of your marketing should be recognizable. That's whether a customer is browsing your Instagram feed, visiting your website, or walking into a store.

Use customer data collected from various channels to understand customers' preferences, buying habits, and behaviors. Then, leverage this data to create personalized shopping experiences.

For instance, if a customer looks at a particular dress style on your website, you could send them a targeted email with similar styles or display related ads on social media.

The video below describes how omnichannel marketing works in greater depth:

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Pro Tip: Create a smooth transition between online and offline experiences. This can include offering options such as buy online and pick up in-store (BOPIS). You can also offer easy returns and exchanges across channels and ensure inventory visibility across all platforms.

7. Visual Commerce Makes Your Brand Pop

The fashion industry is predominantly visual by nature. That's why visual commerce is among the leading fashion marketing trends for 2024.

This trend enhances the online shopping experience by providing customers with high-quality images, videos, and interactive content. It allows customers to see products in more detail. This is important when shopping for fashion items where appearance, style, and fit are crucial.

The integration of Augmented Reality (AR) and Virtual Reality (VR) into visual commerce allows customers to try on clothes virtually. [Book a Demo](#) [Log In](#)

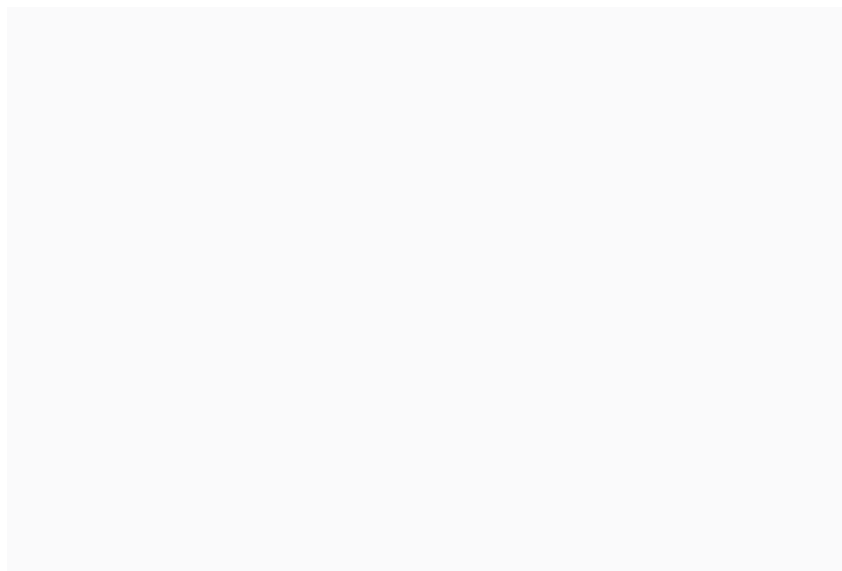
This offers a futuristic shopping experience not matched by other types of content. AR and VR helps reduce return rates by enabling customers to get a better sense of how a product would look on them.

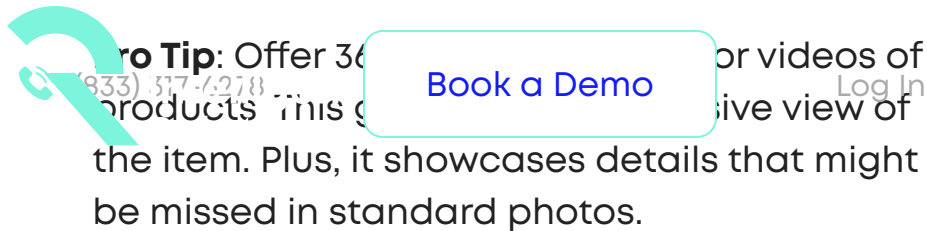
When leveraging visual commerce, opt for high-resolution, professionally shot images. Quality visuals leave a lasting impression and reflect the brand's commitment to excellence.

Also, showcase your fashion items on a diverse range of models. This includes people with different body types, ethnicities, ages, and genders. It's essential for customers to see themselves represented in your marketing.

In addition to standard product shots, include images that depict your products in real-life scenarios.

Some online fashion stores offer "try me on" and "selfie view" features. Here is an example of the AR feature for Gucci sunglasses on [SmartBuyGlasses](#):





8. User-Generated Content is Social Proof that Your Brand is Great

User-generated content (UGC) continues to be one of the most powerful fashion marketing trends. Why?

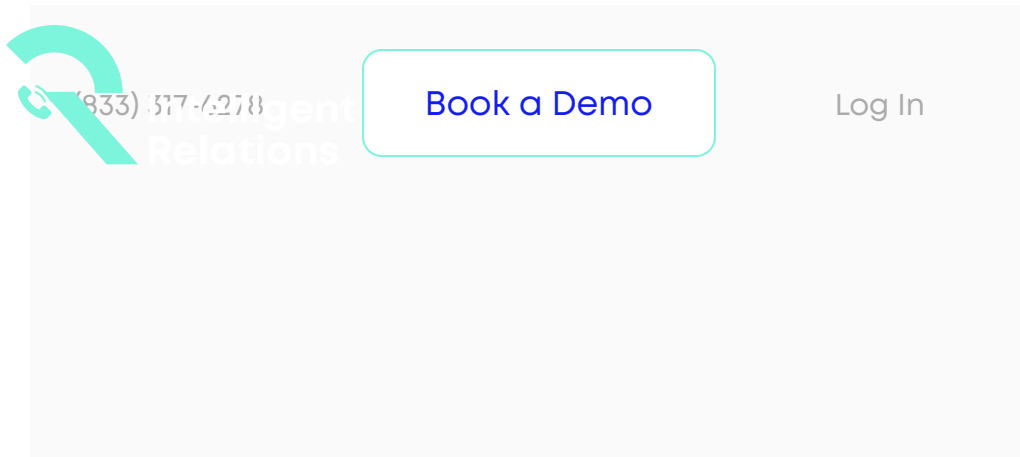
For starters, customers who adore a brand often create content that positively sways others.

Plus, you can use UGC to display the quality and appeal of your products through authentic experiences. Incorporating UGC in marketing strategies builds trust and strengthens connections with your audience.

To integrate UGC into your strategy, try developing a unique hashtag for your brand or specific campaigns. Encourage your customers to use this hashtag when posting photos or videos featuring your products. This helps in generating content and tracking it.

Offer incentives such as discounts, features on your official social media pages, or entries into contests. This helps motivate your audience to create and share content.

Testimonials are a great example of UGC and are often published by fashion brands. Here is an example from [Asiana Fashion](#):



Pro Tip: Feature UGC on your social media platforms, website, and in other marketing materials. Always ask for permission before using someone's content. Acknowledging the original creator respects their work and fosters a positive relationship with your customer base.

9. Use Social Media for Greater Reach and Direct Shopping

Social media platforms have vast user bases, making social media marketing and social media shopping two of the top fashion marketing trends for 2024.

First, social media allows you to reach a broad and diverse audience. This extensive reach is crucial for increasing fashion brand awareness and attracting new customers.

Second, many social media platforms offer marketplace features where you can set up shop. One of the most common is [Facebook Marketplace](#). Marketplace allows

both individual users and fashion brands to sell items and get feedback from customers.

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You can also [advertise your brand on Facebook Marketplace](#). This means that Facebook will show your fashion ads to users most likely to be interested in them.

When using social media shopping features, be sure to showcase your fashion products with high-quality images and videos that feel native to the platform.

Also, leverage the social media platform's targeting tools. By creating targeted ads, you'll make your products stand out to the right customers. You can target customers based on demographics, interests, and previous purchases.

Here's an example of what social shopping looks like on Facebook Marketplace:

Pro Tip: Most people use their mobile devices to engage with social media. It's crucial to ensure that both your content and shopping experience are optimized for mobile. Consider tactics such as shoppable posts, stories with



product links, and direct messaging for sales

Inquiries.

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Want to see what's trending with social media marketing in 2024? We've got you covered! Get more tips by checking out our article: [9 Top Social Media Marketing Trends Taking the World by Storm](#)

Key Takeaways on the Latest Fashion Marketing Trends

Success in fashion marketing calls for an understanding of current tastes and trends. You should be agile in adapting your products and marketing strategies to align with these evolving consumer preferences.

Plus, your brand must have an innovative marketing strategy that highlights your brand's unique style, quality, and ethos. One way to do this is to stay up to date on the latest fashion marketing trends.

At the end of the day, your goal should be to thrive amongst the competition. What was relevant yesterday may not be today. Keeping an ear to the ground on new trends in fashion marketing allows you to adopt the strategies that are making the most impact today.

Need help integrating these fashion marketing trends into your current mix? Let us help! Simply [book a free consultation](#) with our PR experts and we'll help you refresh your marketing and PR strategies.



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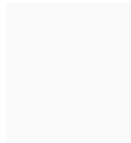
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