

## SUMMARY

**Theme:** «Peculiarities of using PR tools in promoting the fashion industry company (based on the work of the fashion house «IPKEN»»

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66 pages, 52 bibliographic titles, 3 appendixes.

Keywords: PR-promotion, advertising, merchandising, PR-technologies, organization principles, implementation methods, re-branding, sales promotion, market, purchasing power, global Internet.

**The topicality of the research.** is conditioned by the fact that the use of PR tools in the promotion of the fashion industry requires a competent approach. We must not forget that fashion existed and will exist as long as there is humanity. Regardless of the ruler, in any era, the education of citizens, humanity will come up with and create clothes.

Modern fashion standards have undergone great changes in the functioning and nature of the impact on the consumer.

The fashion industry is first and foremost a business with the goal of selling finished products. The fashion industry in Russia differs very strongly from the fashion industry in Europe, due to the fact that it faces the peculiarities of our country, connected with the economic situation and mentality of the inhabitants, and Russian experts in the field of fashion are experiencing a difficult situation today. In the industry, a conflict arises between a topically significant need to work together with the European community and the unattainability of its implementation, primarily because of a lack of qualified knowledge about the specific mechanisms for building brands under current conditions. And in general, the representation of Russian

producers and distributors of fashionable products about what the "fashion industry" should be is rather blurry.

**The aim of the research** is to develop a theoretical and practical analysis of methods of using PR technologies in the fashion industry, by promoting the fashion house IPKEN.

**The theoretical value of the research.** The scientific and theoretical basis of the WRC was the basic ideas and theoretical developments of leading couturiers, modern domestic and foreign scientists, related to the disclosure of various points of view of the phenomenon of the fashion industry as a whole and methods of its promotion in particular. The study used the basic concepts and provisions of the theory of the history of fashion, mass communications, public relations, image-making, the economic features of the Russian market, strategic marketing planning and marketing communications.

As the main methods of research, the historical approach, system, functional and instrumental methods, as well as content analysis, the method of observation and theoretical modeling were applied.

A deep analysis of the market helped to consider the characteristics of the clientele of the region, the role of a competitor in shaping the strategy of business promotion. The structural-functional method was used to determine the basic principles of the brand image's functioning in the mass consciousness. The historical approach formed the basis for studying the historical aspects and evolution of the process of formation of many eminent brands. The tool method helped to systematize and determine the most effective PR technologies for determining the ideal way of developing the company's image. The method of analysis, observation was used when comparing the features of the formation and functioning of the image of major brands in Europe and Russia.

**The results obtained:** In the conducted research all the tasks were solved. As a result of the final qualification work, an agreement was concluded with Khaalaushin IP "Ipken" for the implementation of scientific research.

**Recommendations.** The presented program of optimization of PR-work on promotion of the fashion house "IPKEN" is aimed at strengthening the positive image of the company in the eyes of real and potential customers, as well as increasing the number of customers and the number of sales. The developed set of measures for promotion will lead to an increase in the

company's cash turnover and enterprise development. The implementation of the recommendations outlined in the description of this work will allow to establish more effective PR-work with the target audience.