

The crisis behind the China-fashion development under the background of the "Xinjiang Cotton" incident

-- takes the Huili brand as an example

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Abstract

In recent years, the national tide industry hot development, strong momentum, more and more people support domestic products, but domestic goods plagiarism, poor quality and other problems also let many people hesitate. The occurrence of "Xinjiang cotton" incident makes more Chinese people choose and believe in domestic products, but many people only resist Chinese products and still buy them secretly, which is undoubtedly the lack of culture and education. This paper will analyze the brand as an example, from the culture and education, domestic situation policy and other perspectives to explore the brand facing the opportunities and challenges and for domestic development to provide a executable plan, also hope that through the analysis of the domestic brand, for other domestic development under the background of "Xinjiang cotton" to provide a new idea.

Keywords

China-fashion; Xinjiang cotton; national brand.

1. An overview of Huili brand development

Since the reform and opening up, China has been in line with the world, and many foreign brands have entered the Chinese market, providing impetus to China's economic development. At the same time, western culture has also been introduced. In recent years, the phenomenon of worshipping foreign affairs has become more and more serious, and the Japanese toilet seats are snapped up by Chinese people, looking for luxury goods, and the occurrence of "Xinjiang cotton" incident is even more thought-provoking. Many people spontaneously boycott Chinese brands, but after the boycott found that few alternative brands. In order to sell their goods, many people still buy their goods, leading to higher sales. Behind this not only reflects the lack of national education, but also shows that the establishment of the national brand is imminent. National brand is an important part of the national image, an important symbol of the national culture, and an important embodiment of a country's cultural soft power. At present, China has entered the era of brand consumption. The consumption of brands means the transfer of wealth. When a country enters the era of brand consumption, but there are not enough domestic brands for consumption, and can only consume foreign brands, the wealth will transfer to foreign countries. Shaping a national brand with international influence and competitiveness will also be conducive to achieving the strong growth of domestic demand. We take the development of "Huili" brand as an example, explore the crisis and deficiencies behind the development of domestic goods industry, and put forward relevant solutions, hoping to

provide a new idea for building a national brand with international influence and competitiveness.

Since its establishment in 1927, it has been through 95 spring and autumn. In 2000, Huili fell into a desperate situation and announced its production suspension. "Fortunately, in May of the same year, the Huili series trademark was then transferred to Shanghai Huayi Group to preserve and reorganize Shanghai Huili Shoes Co., Ltd.". After that, the difficult Huili shoe industry firmly seize the 2008 Beijing Olympic Games, 2010 Shanghai World Expo and other major opportunities, carry forward the new fashion style of national brands, and closely combine the excellent traditional culture with the fashion trend. Huili in now many brands can be considered to catch up with the trend of the "time-honored brand", but to meet the national brand standards is far from enough. As an old brand that falls in intellectual property, it should know the importance of originality, but it has repeatedly plagiarized and corrupted goodwill. Not only that, the company produced children's shoes sampling appeared two quality unqualified problems. As a qualified national brand, innovation is the core, quality is the foundation, both must achieve the best to become a national brand. Huili brand to become a national brand, it has a long way to go.

2. Huili brand in the background of "Xinjiang cotton" development crisis

2.1. Lack of brand uniqueness and lack of brand recognition

As a century-old brand, Huili has experienced the climax of popularity and the depression of no one. In order to attract young consumer groups, Huili tries to change. However, every change makes us find more of it with problems.

2.1.1 Innovation stops, deep in plagiarism.

In recent years, cross-border I P co-branded hot market, hui Li naturally also follow the trend, but the results are not satisfactory. Huili has launched a number of co-branded models and cooperated with different I P companies, but the sales volume is not good. The co-branded style let a person feel is the classic shoe model plus co-branded I P pattern. Consumers naturally do not want to pay for the products accumulated by simple elements. Co-branding is not a simple pile of two brand elements, but a product produced by the collision of design concepts. Lack of design sense and material innovation, which is an urgent problem to be solved. The highest sales in the store is still the classic, never able to create a pair of popular shoes. As a sports brand, the most important thing about sneakers is comfort. One of the reasons why N I KE can become the king of sneakers is that it has a lot of black technology, material innovation makes shoes more comfortable, more suitable for sports groups. After the "Xinjiang cotton" incident, the enthusiasm of buying domestic goods is unprecedented high. Huili should have become the object chosen to be bought, but the goodwill of relying on the marketing of retro feelings was basically lost by plagiarism. With stronger awareness of intellectual property, young consumer groups are more concerned about original designs and have zero tolerance for plagiarism.

2.1.2. Blurred brand positioning and lack of brand recognition.

Huili shoes industry has always been "people-oriented, advocating sports, promoting health" as the product development concept, but also focus on the research and development of high technical content of cold stick professional sports shoes, outdoor fitness sports shoes, and strive to contribute to improve China's competitive sports and national fitness sports. So it seems, Huili brand take sports and leisure route, but these two years, Huili launched Love shoes. This is not consistent with the sports trend that has been pursuing completely, in a lot of sports casual shoes are extremely abrupt. Although we do need to design innovation, but can not be disorderly, can not violate the original product concept. It is precisely because, the power product style is too miscellaneous, too many types, there is no outstanding memory point, can not really walk into the hearts of consumers. Consumers need basketball shoes will choose N

IKE, need leisure canvas shoes will choose CONVERSE, need board shoes will choose Vans, these brands have their own unique recognition, clear brand positioning.

2.2. Inuniform quality, product quality is worrying

In addition to being questioned about product design plagiarism, Huili's product quality problems are also criticized by consumers.

2.2.1. The Sample sampling inspection is not qualified, and the product safety cannot be guaranteed.

On December 31, 2019, the official website of the State Administration for Market Regulation reported that the WZ-9047 shoes sample produced by Shanghai Huili Shoes Co., Ltd. was found to contain phthalate, which is a plasticizer, which has great damage to human health, can cause reproductive diseases, or cause problems such as precocious puberty. Under the current consumption background that consumers pay more and more attention to the quality and experience of consumer products, as a brand with a history of nearly a hundred years, the quality and safety of products cannot be guaranteed, so how can consumers choose to believe in power?

2.2.2. Dealers have too much power, and the product quality is uneven.

In the later period of Huili, however, the so-called "asset-light mode" was implemented, which did not have its own independent factory, and most of them were brand authorized enterprises to produce and sell. In addition, the internal supervision of the brand was ineffective, which led to the dealers' excessive power, and the products only had the name of "Huili", but the quality power was in the hands of the dealers. If driven by bad interests, dealers may cut corners. After consumers buy the shoes, dissatisfied with their quality, will directly lose the brand reputation, the consequences will be borne by the force itself. As a century-old domestic brand, quality problems will greatly reduce consumers' desire to consume, and will also give Huili an inferior quality label.

2.3. Sigid marketing model, simple marketing content.

At present, short video marketing is popular, and the rapid rise of live streaming platform, the previous marketing ideas of Huili have not adapted to the current development. At the same time, the marketing content of Huili focuses on feelings, and the marketing content is too single, which are the problems that Huili needs to solve.

2.3.1. The marketing model is too single

Before 2021, Huili did not sign a brand spokesperson, and completely relied entirely on the reputation of consumers for marketing. Due to the lack of star influence, Huili has paid less attention in the market than other brands. At present, the rapid rise of various short video and live streaming platforms is emerging, and it is difficult for the inherent online stores to attract more consumers. Moreover, the radiation area of the physical stores is narrow. Huili focuses on the marketing of middle and low-end shoe products, but for high-end products, the results are not satisfactory. The transformation of Huili in the middle and low-end market is still faced with many problems.

2.3.2. Simple marketing content, over-consumption feelings

Back has always been a "feelings" route, emphasize restoring ancient ways and China-fashion, using the banner of "domestic light" for product marketing, contrast relatively successful li ning brand, back to the lack of selling point and product story, just blindly the feelings of marketing, it will not only make consumers feel tired, also can make consumers difficult to feel back to brand culture. Nowadays, the protection of excellent traditional culture is a hot spot. Many China-fashion brands pay attention to the joint combination of traditional culture, and Huili is also combined with traditional culture, but they lack competitiveness in the market. At the same time, hui in the product display and promotion is only monotonous physical picture shooting

and model upper body, did not make good use of the star effect to wear recommendation, the marketing method is too monotonous. The marketing market of Huili is more carried out in China, and there is little involved in foreign markets. Huili should actively seek opportunities to appear in various major international occasions to make up for the gap in this market.

3. The development strategy of Huili brand under the background of "Xinjiang cotton"

3.1. Improve the quality management system and strengthen the quality control of products

As a traditional domestic brand in China, Huili has returned to consumers' attention with its "China-fashion heat". However, in 19 years, Shanghai Huili was revealed that children's shoes products contain chemical components such as phthalate, which will lead to precocious puberty in children. In addition to this kind of quality and safety problems, the problem of copying Converse, Adidas and other well-known sports brands is also very serious, which greatly reduces the trust of the people. Therefore, Huili needs to pay attention to the quality problems, to carry out a strict inspection of the factory products, but also need to introspection, set up a special design department to innovate, to avoid plagiarism problems.

3.2. Change the marketing strategy and unify the industrial chain

Huili adopts the asset-light operation mode, that is, Huili authorizes the brand to dealers for business activities. Dealers rely on Huili brand to carry out product design, production and sales, and each dealer has its own industrial chain. This paper believes that Huili should change this operation mode, cancel the way of brand authorization, and officially set up a special design, production and sales department to achieve the complete unification of the industrial chain, so as to better control the quality of products. At the same time, it is also necessary to rectify the existing offline stores, unify the business model of offline stores, and create a clear brand positioning. In terms of marketing, you can use the recent emerging short video App to publicize, shoot related short videos, and put them into the App to increase national page views and product attention. In addition, stars can also be invited to endorse for products, and use the star effect to increase sales and product attention.

3.3. "Smart" + domestic products, using VR technology to increase user experience

Nowadays, the Internet technology is very developed, among which the rapid development of VR technology provides convenience for various fields. For example, VR + medical treatment can help doctors better understand the physical condition of patients, and VR + intelligent teaching is conducive for students to practice anytime and anywhere. We can also apply VR technology in the domestic industry. Offline, VR technology is used to simulate mountaineering, rainy days, snowy days and other products, so that customers can personally choose the products in line with the scene, and increase the experience of consumers.

3.4. Create high-end products and implement a two-way development

Huili development has been to create middle and low-end products, for high-end products involved less. At present, with the development of China-fashion fever, the price of domestic products is getting higher and higher, but the product quality has not increased synchronously with the increase of the price. Especially after the "Xinjiang cotton" incident, many domestic goods prices increased significantly. In this regard, Huili can develop high-end products, using the reputation of the old brand, take two routes, one is to develop high-end products to meet the needs of high-quality customers; one is to develop low-end products to meet the needs of students, small towns and other low and middle income people. The quality control and product

design of high-end products should be more strict, and the technical content and innovation of high-end products should be increased to meet the more detailed customer needs.

3.5. Increase brand recognition and find suitable IP cross-border marketing

The image of Huili in the hearts of the public is always nostalgic, with feelings, and the brand characteristics are too single. Huili should uphold the concept of innovation, break the restrictions of nostalgia and retro, and seek for new elements, such as youthful vitality, sports and so on. In terms of the joint name, we should find a suitable IP for marketing, and strive to reflect the culture of the two brands, rather than the monotonous elements. At the same time, Hui should also actively seek opportunities in international occasions, such as some major international events, expand overseas markets and increase brand recognition.

The crisis and challenges facing the development of Huili brand are only a certain reflection of the China-fashion industry. In the social background of consumption transformation, the development of China-fashion brand needs new ideas, new models and new marketing. Specifically, it is necessary to strengthen quality supervision, enhance the confidence of domestic products, change marketing strategy, improve the application of technology, and realize the development of brand. China-fashion brands need to keep up with the pace of The Times, actively make changes, and absorb new ideas while also retaining the traditional essence and keeping the core of the brand. Under the "Xinjiang Cotton" incident, China-fashion industry is no longer a simple business, but also gives young people cultural identity and cultural confidence. Exploring the new development of the China-fashion industry is still a topic worth pondering in the future.

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