

SUMMARY

Topic: Features of the application PR-tools in the fashion industry.

Author: Gaforova S.H. Research Supervisor: Konstantinova A.S.

Organization: Institute of International Relations. Department of conflict studies, public relations and journalism. PSLU.

Relevance of the Studies caused by the changes of modern fashion industry, not only in the features of the operation and distribution of fashion standards in society, but also in the nature of the potential impact on the consumer. The fashion industry is a business, and the main purpose of this business is marketing of the finished products and formation of customer loyalty. Today fashion has entered a new phase: before designers created just clothes and accessories, but now they create brands. Brand is making long-term relationships with customers and helping to establish itself in the market. Brand building is carried out due to PR and advertising techniques, as information about the brand and its correct interpretation in the eyes of the public are the foundation of success in the fashion industry. The world of fashion in today's Russia is an industry that has only begun to enter the international level. And it is connected with the number of problems, which can be solved with a help of using the modern technology advancement.

Goal: to analyze the features and the prospects from using Public Relations technologies in the promotion of fashion industry goods.

Theoretical and practical significance of the research. The research allows to understand the nature and the specificity of Public Relations technologies in the fashion industry, particularly to consider public relations as part of product promotion.

The practical part of the diploma offers series of recommendations for more effective implementation of Public Relations activities in the fashion industry.

In addition, the implementation of the recommendations will improve the efficiency of communications firms with different target groups of the public.

Approbation of work: the results of the research were presented in the III

All-Russian Student Scientific Conference named «Actual problems of forming and controlling communication flows in the modern society». Report was prepared on the following topic: «Characteristics of using The Public Relations in the fashion industry».

The Structure of the work: introduction; two chapters, consisting of four paragraphs; conclusion; bibliography of literature, applications. The total amount of work - 78 pages.