

The Development Trend of Hip-Hop's Brands: Outfitting the Chinese Millennial Consumer, Kunming City, Yunnan Province, China

Nanxin Dai ^{1,a}, Khunanan Sukpasjaroen ^{2,b}, Thitinan Chankoson ^{3,c,*}

¹ Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies (CBIS), Rajamangala University of Technology Tawan-OK, Thailand

² Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies (CBIS), Rajamangala University of Technology Tawan-OK, Chonburi, Thailand

³ Faculty of Business Administration for Society, Srinakharinwirot University, Thailand

^a785418200@qq.com, ^bhokchicago@hotmail.com, ^ctchankoson@gmail.com, thitinanc@g.swu.ac.th

*Corresponding author

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Abstract: Everyone in today's society is familiar with the word “Hip-Hop,” and “Hip-Hop culture” is frequently mentioned. Therefore, how do you define hip-hop fashion? The Chinese people's consumption level and appraisal ability continue to grow as the economy develops, and fashion brand culture is also in the exploratory stage of rapid development. Many youths are exploring unique fashion styles. The growth of fashionable culture is in accordance with the requirements of the country's consumers. The awakening of consumers' self-consciousness and pursuit of self-worth corresponds to the many aspects of fashionable culture. The popularity of fashion brand culture not only helps young people to realize their desire to be different, but it also meets most buyers' conforming psychology. This research examines the attitudes of Chinese Millennial Consumers on hip-hop apparel and the future growth direction of hip-hop apparel in China using Kunming City, Yunnan Province, China as an example.

1. Introduction

This article aims to explore the views of Chinese millennials on hip-hop cultural clothing and analyze its future development. Through data collection, understand the current status of the clothing culture of influential fashion brands. Through the analysis of the origin and current situation of fashion brand design in Europe, America, Japan and my country, find out the commonalities and differences between Chinese and foreign fashion brands, and then use questionnaires to conduct a questionnaire survey based on the actual needs of domestic consumers, targeting the millennial generation in Kunming, Yunnan Young consumers. Calculate the demand for purchasing innovative designs of fashion brands and combine them with Chinese culture to find out the development direction of innovative designs of Chinese local fashion brands.

2. Research objectives

To examine the trend of Hip-Hop's Brands: outfitting the Chinese millennial consumer, Kunming city, Yunnan province, China

To identify the influence factors on the trend of Hip-Hop's Brands: outfitting the Chinese millennial consumer, Kunming city, Yunnan province, China

3. Literature review

3.1 Hip-Hop Culture

Hip-hop culture is a cultural movement that emerged in the 1970s and became popular in the 1980s

and 1990s. Its core content and cultural spirit continue to develop and continue to this day. The rap style, hip-hop mode and graffiti elements of hip-hop culture, as well as the attitude to life, all have a significant impact on the style of streetwear. The emergence of "fashion brand" clothing pioneered by the United States and Japan has given birth to the development of "fashion brand" in China. The design of "tide brand" clothing hides the artistic symbol culture of hip-hop, expressing a unique style of fashion spirit, and every symbol expressed has a hidden symbol, not an appearance. Since the development of Chinese fashion brands, based on the initial pursuit of the spirit of hip-hop, a new style has been developed. This fashion that combines national spirit and traditional cultural symbols is called "national tide". In the 1970s, in poor communities in New York, the creativity of young people was suppressed for a long time due to conditions, and it was difficult to display their talents in music and art, which resulted in a series of violent incidents. Some freelance DJs started occasionally holding music parties in the Bronx. They use rap as their work and integrate "hip hop" into their lifestyle. This influence further expanded and developed, including music rap, DJ, street dance and graffiti. Hip-hop culture dominates the streets. Among them, rap is the main component of hip-hop, which contains various elements of mixed music styles, which are expressed in the characteristics of beat, rhythm and rhyme. Artists incorporate their creativity into musical elements, combine them with realistic metaphors, and pass them on to the audience. The background melody and lyrics of rap pursue originality and reflect the perception of real life, such as storytelling. Therefore, the characteristics of rap music are personalized expression and information transmission, rather than purely lyrical expression. Hip-hop dance can be performed in many forms anywhere, breaking the rhythm and stereotypes of traditional dance, and evolving into a "fighting dance" method, but it does not involve violence. The expressiveness of hip-hop determines the comfort and personality of the dress, and then develops a distinctive hip-hop style. Although hip-hop style clothing is not the main performance element of hip-hop, But this cultural trend has had a huge impact on the fashion industry. On the one hand, it is because of the streetwear style of hip-hop bands, and on the other hand, because of the "carrying goods" of traffic artists or rap stars. Hip-hop style clothing can convey its individual aesthetics and fashion taste from its external performance, such as black and white color matching, colorful graffiti, big T-shirts and hoodies, and open pants. Among them, the influence of artists is obvious. For example, music videos of the same costume are about to be sold out. Over time, many street fashion brands advocating hip-hop culture have been born one after another, such as top trendy brands such as Supreme. Since then, contemporary artists and designers began to participate in street fashion design, leading the street fashion in the field of clothing design. In 2012, Guo Chengcheng published "Study on the Popularity and Development of Streetwear in my country"; Tian Yixi showed the influence of Harajuku culture on Chinese clothing culture in "A Preliminary Analysis of the Embodiment of Japanese Cultural Diversity in Harajuku Culture"; 2015 The "Analysis of Hong Kong Fashion Brand Culture" published by Bu Li uses the development experience of Hong Kong IT Group to enlighten us that we must cultivate local fashion brands with our own unique cultural genes in our own cultural soil [1]. (Liu Shuo 2020)

3.2 Hip-Hop Fashion Style

The characteristics of hip-hop costumes are very obvious, which are quite different from other styles of costumes. The main manifestation is the following features: First: super code. Accompanied by hip hop. The rapid development of modernization, the ultra-code element of hip-hop clothing is also undergoing continuous development. The super-size form of hip-hop clothing has changed from being practical to decoration from the beginning. It has become one of the most popular features of hip-hop clothing. Traditional ultra-code hip-hop clothing It's a super-large size in a pure form, which was created by the hip-hop youths who were not wealthy at the time. Depending on family circumstances, the styles include sports sweaters, jackets, T-shirts, pants, etc. The surface materials are mostly cowboys, cotton cloth, etc., which are thick and durable. Improved super-size hip-hop clothes. Decoration is no longer a helpless choice, but has become a symbol of hip-hop youth, in While maintaining the original relaxed and relaxed style, it is more comfortable and more creative at the same time. Sense of type. At the same time, the integration of popular elements such as printing

and embroidery makes hip-hop clothes. The decoration is still developing towards the tide. The development of today is still super-size hip-hop clothing. After introducing the concept of fashionable design, Chaoma became the design favored by designers.

One of the count elements. Second: Art Tu Crow. In hip-hop culture, graffiti has important position. Tuya is a form of artistic expression of hip-hop culture. It is expressing personality, conveying feelings, seeking signs of stimulation, and gradually becoming one of the characteristics of Harbin clothing. Tu crow art is easy to show in hip-hop costumes constrained by fabric materials and other aspects, it needs to match the overall shape of the clothing, artistic style and so on. In contrast to the graffiti on the wall, the graffiti in hip-hop costumes to serve the clothing, match the color requirements of the clothing. Graffiti patterns are usually available It can be applied to clothing by embroidering, hand-painting, embroidering, etc., with rivets studs, sequins and other decorations can highlight the characteristics of hip-hop clothing. Third: Transport Dynamic. Hip-hop culture was first seen on the sports field in the early phases of its growth, notably among active teenagers on the basketball court. Wide loose sweater, fat jeans, the baseball cap has become a sport. It is often worn by teenagers' R, which is economical and beautiful. In terms of comfort, young people on the street dress in lightweight, long-lasting clothing. This style match has also been expanded from the usual apparel for hip-hop youngsters at the time. To this day, one of the most fundamental characteristics of hip-hop apparel is the ability to move. After hip-hop apparel is on the road to commercialization, the sense of movement is preserved. Then it evolved into a costume decoration. Stripes spelling is required for digital printing. It may be achieved through connections, sports, as well as other techniques. Although hip-hop clothing is a free and relaxed style, it is accompanied by the development of the era and the evolution of hip-hop culture. Modern hip-hop style clothing has also appeared to a certain extent. Polygon is a company that creates several sorts of Kazakhstan-style apparel. Grid is a street hip-hop style. Hip-hop time is the foundation of street hip-hop. It can incorporate a trendy street fashion style and individualized attire, with trendy street fashion features as the main topic. Serve the general shape of the ornamentation is free and open, allowing the wearer's fashion, individuality, and self-discipline to shine through.

There are no restrictions on the styles and colors of street hip-hop clothing, and the focus is on the street Sense of current tide. In the street hip-hop costume design, we must fully grasp the most

The new street is fashionable and original, and the clothing is detailed, the decoration, the color, the style, and the craftsmanship are all It is necessary to keep up with the trend of development to be able to integrate hip-hop elements more flexibly Develop design. The second is sports hip-hop style. The main feature of sports hip-hop style is hip-hop style, which refers to the design elements of sports clothing and general clothes. The model is mostly free and relaxed. Most men wear T-shirts, hoodies, basketballs Vests and other clothing accessories are matched, women mostly use self-cultivation velvet clothing for matching Exaggerated accessories to show hip-hop style. Sports hip-hop apparel comes in various long styles, Short sportswear, short-sleeved T-shirts, hoodies, and oversized jeans are the main The main body of the design, the clothing colors are bright and eye-catching, mainly with contrasting colors and contrasting colors. And match the figures, alphabets and other patterns as the decoration design elements, pay attention to Highlight the vitality of sports hip-hop costumes. The third is to mix and match the hip-hop style. mash up The hip-hop style is different from traditional hip-hop clothing, and it blends into hip-hop clothing Innovative design, combining different styles, different colors, and different fabrics with each other Match, mix and match into a diversified mix and match of hip-hop style clothing, breaking through hip-hop In the process of style restraint, the individuality is displayed, and at the same time, the elements of hip-hop style are combined with Popular clothing elements are fused together. Chan wears hip-hop outfits with a layered sense of richness Rich, most of the tops are made up of two pieces and layered together. The overall effect is rich and standing. The body is changeable. Currently mixing and matching hip-hop costumes, this kind of personalized dress has become more and more popular. The more people accept it, they will show their unique charm through different forms of mashups [2,3]. (Fu Qinyi, Zhou Liying 2020)

3.3 Domestic Culture Drives Hip-Hop Fashion Brands

In 2012, Zhang Miao published "Analysis of "Fashion Brand" Clothing Cultural Phenomenon", which explained the concept of street fashion, the reasons for its popularity and the significance of the arrival of the era of street fashion; Guo Chengcheng published "Research on the Popularity and Development of Street Clothing in China" in 2012; Tian Yixi showed the influence of Harajuku culture on Chinese clothing culture in "Analysis of the Embodiment of Japanese Cultural Diversity in Harajuku Culture"; in 2015, Bu Li published "Analysis of Hong Kong Fashion Brand Culture" with the experience and inspiration of the development of Hong Kong IT Group. We must cultivate local fashion brands with our own unique cultural genes in our own cultural soil.

The contemporary heritage of traditional culture is the place where the products of the country's tide can be popular, especially by the "post-80s", "post-90s" and "post-00s" youth groups with high adherence to love and purchase. The important reason is that they continue to explore traditional culture and contemporary times. The seamless combination and conversion of people's tastes and interests means that they continue to explore how traditional culture can be inherited in the contemporary era.

The essence of this inheritance is not to stick to the "pure" traditional cultural elements in a closed manner, nor to adhere to the "old ancestors' The sticking to the rules of "no change at all" is to extract the characteristics of various traditional cultural elements and closely integrate them with the usage habits of various contemporary products, the living habits of contemporary people, and the value habits of contemporary society. For example, extracting the image elements of auspicious clouds, the Forbidden City, blue and white porcelain, etc., according to the preferences or "simplification" of contemporary people, especially young people, or "net influence", or "spectacle", or "cute and ignorant" aesthetics, to make shape variations, and apply them to the appearance design of corresponding products according to different product types. Another example is to extract a certain scene from traditional classics, letters, poems, ancient prose, legends, a certain golden sentence, a certain character, a certain time, a certain atmosphere, a certain artistic conception and even a certain action to make contemporary images. The conversion of the audience may stir up the audience's emotions caused by traveling through time and space, or inspire the audience's passion for seeing the grandeur, or purify the audience's admiration due to their knowledge and talents, and have achieved the success of one literary product after another. Explosive style". According to iiMedia Research data analysis, more than 60% of netizens polled agree that the quintessence of the country and the fashion trend. Integration will help disseminate and develop Chinese culture, and more than 40% of respondents believe it would benefit China's economic growth. The machine structural analysis believes that as the people's sense of identity and pride in Chinese culture continues to increase, expectations for the inheritance and output of traditional culture increase, and the model that combines trend elements and national quintessence culture is more expected. Data shows that among consumers surveyed, it is hoped that Chinese medicine, calligraphy, and tea ceremony culture will account for more than 50% of the global popularity. The various expectations of the people on the products of the national tide show the effectiveness of the contemporary transformation of traditional culture. (LIU JUN LIXIANG 2021)

On the cornerstone of China's five thousand years of excellent traditional culture, the "national tide" has become an emerging force that continues to grow. At present, domestic cultural and creative products have become mainstream. "National Tide" clothing is also steadily moving forward in the trend process. Chinese fashion brand apparel strives to combine traditional culture with modern design, and is committed to original brands. At the same time, it must have original brand characteristics and cultural attitudes and cognitions, in line with current trends and aesthetics. More Chinese elements are used in fashion brand clothing, such as Chinese auspicious patterns (dragon cloud pattern), Beijing opera facial makeup, blue and white porcelain, Chinese painting, Chinese characters and Chinese red, etc., with Chinese characteristics, Chinese style, and Chinese style trendy brand clothing is more abundant. Carry forward the excellent Chinese traditional culture, demonstrate cultural consciousness and cultural self-confidence, and the international influence of Chinese culture has increased significantly.

The steady development of the economy and the gradual increase in overall national strength have promoted the import and export of Chinese culture, and "Made in China" has become more frequent. Economic development has promoted the Chinese people's awakening and national pride. They no longer blindly worship foreigners. The rapid changes of the times have allowed more domestic brands to inherit and innovate Chinese culture to meet the spiritual needs of the people. With the vigorous development of economy and politics, people pay more and more attention to traditional culture. Chinese companies are looking for the right time, seizing the opportunity, chasing young consumer groups, and tapping potential business benefits. Some mainstream media are more responsive to the requirements of the times, vigorously promote Chinese traditional culture, and create cultural variety shows, such as "Reading Aloud" and "Chinese Poetry Conference". "Fashion Partners" promotes the "National Tide" clothing brand. Through the interpretation of trend culture, promote Chinese original design, export Chinese culture, express young people's trend attitude, and show different Chinese trend culture (Tang Xiaochen, Xiao Nan).

4. Research Methods and Results

In this study, data were collected by questionnaire survey. The research included the following topics: research design, target population and samplings, research instrument, quality of research instruments, data collection and data analysis methodology.

4.1 Sources of Information

This study takes Kunming, Yunnan, China as an example. This research mainly includes two levels of data. The primary data are mainly questionnaire surveys, and the secondary data are network data and related papers.

4.2 Population

This research focuses on young people aged 18-40 years in Kunming City, Yunnan province, China. In terms of age, one-way analysis of variance is used to study the differences in interest in hip-hop apparel brands at different ages. It can be seen from the table below: samples of different ages show significant interest in hip-hop apparel brands ($P < 0.05$), which means that samples of different ages have significant differences in interest in hip-hop apparel brands, and the scores increase with age. There is a trend of increasing first and then decreasing. Among them, consumers aged 18-30 have the highest interest in hip-hop clothing brands, and consumers aged 40 and above have the lowest interest in hip-hop clothing brands, so choose the age group of 18. - The 40-year-old population was surveyed.

4.3 Sample

The sample size used in this study is calculated as follows:

This study mainly focused on the 18-40 year old of Kunming city, Yunnan province, China as the main survey object. Since there is no data for the relevant age group, it is not convenient to estimate the population. In order to obtain more effective research conclusions, this study uses the sample size formula of Yamane Taro (1967) to calculate $n = N / (1 + Ne^2)$ to obtain 100 questionnaires, where n represents the sample size, N represents the population, and e represents the sampling range error.

Table 1

	Age: (mean value)				F	p
	Age 18 – 24	Between 25 and 30 years old	Age 30 – 40	Age 40 and older		
Hip-hop clothing brand interest	2.21	2.81	2.80	2.06	37.538	0.000

4.4 Eligibility Criteria

Inclusion criteria:

- (1) Citizens of Kunming, Yunnan, China and persons aged 18-40 years old.
- (2) Kunming, Yunnan, China should have the ability to read and write in Chinese.
- (3) Willing to participate by providing informed consent.

One-way analysis of variance was used to study the differences of interest in hip-hop apparel brands at different ages. It can be seen from the table below: samples of different ages show significant interest in hip-hop apparel brands ($P < 0.05$), which means that samples of different ages have significant differences in interest in hip-hop apparel brands, and the scores increase with age. There is a trend of increasing first and then decreasing. Among them, consumers aged 25-30 have the highest interest in hip-hop apparel brands, with a score of 2.81, and consumers aged 40 and above have the lowest interest in hip-hop apparel brands, with a score of 2.06. As a result, the researcher selected a study age range of 18-40 years old.

4.5 Research Equipment

In this study, the main research tool used is the questionnaire. The questions constitute the knowledge of young people aged 18-28 in Kunming, Yunnan, China about hip-hop brand apparel, including suggestions for the future development of Chinese hip-hop brands. The questionnaire is mainly presented in a structured form, and visitors only need to carefully select an answer and mark it.

4.6 Data Collection Quantitative research methods

Distribute the questionnaire. The questionnaire was mainly distributed to young people aged 18-28 in Kunming, Yunnan, China. The questionnaire will be distributed in the following way: fill out the questionnaire by sharing it with friends.

Qualitative research methods: Collect materials through libraries, related websites and related papers,

According to the purpose of this research, the data collected in this research

Descriptive Statistics: Descriptive analysis is the use of tabulation and classification of aggregated data, graphs and calculations to describe various activities of data. Descriptive statistical analysis statistically describes the data related to all variables of the overall survey, including frequency analysis, central tendency analysis, discrete analysis, distribution, and some basic statistical graphics of tourism data. 1) Frequency analysis of data. In the data processing part, the error value can be checked through frequency analysis and crossover frequency analysis. 2) Data concentration trend analysis. It is used to reflect the overall level of the data. Commonly used indicators are the mean, median and mode. 3) Analysis of the degree of data dispersion. Mainly used to reflect the degree of difference between data. Commonly used indicators are variance and standard deviation. 4) Create statistics graphs. Data expressed graphically is clearer and more concise than data expressed verbally.

Descriptive Statistical Analysis: Multiple choice questions Firstly, descriptive statistical analysis is carried out on the variables to describe the gender, age, occupation, education, educational background, monthly disposable income, purchase of hip-hop clothing brand clothing, monthly hip-hop clothing purchase cost, frequency of purchasing hip-hop clothing brand and Interest in hip-hop apparel brands.

Analysis of variance: The user's own factors mainly investigate the user's gender, age, education and monthly income. The statistical analysis methods adopted, including independent sample t test and one-way analysis of variance, were used to analyze the relationship between these factors and the interest of hip-hop apparel brands. 1) Independent sample t-test on hip-hop apparel brand interest and gender In order to explore whether the user gender factor has an impact on the interest of hip-hop apparel brands, an independent sample t-test was conducted on the interest of male and female hip-hop apparel brands. 2) Independent sample t-test between hip-hop apparel brand interest and only child In order to explore whether the user's only child factor has an impact on the interest of hip-hop apparel brands, an independent sample t-test was conducted on the interest of male and female hip-hop apparel brands. 3) Comparison between the interest and age of hip-hop apparel brands In terms of age, one-way analysis of variance is used to study the differences in interest in hip-hop apparel brands at different ages. 4) Comparison of the differences between the interest and occupation of hip-

hop clothing brands One-way analysis of variance was used to study the differences of interest in hip-hop apparel brands among different occupations. 5) Comparison of the differences between the interest degree and educational background of hip-hop clothing brands In terms of educational background, one-way analysis of variance was used to study the differences in interest in hip-hop apparel brands with different educational backgrounds. 6) Comparison of the difference between interest in hip-hop apparel brands and monthly disposable income One-way ANOVA was used to study the differences in interest in hip-hop apparel brands with different monthly disposable income.

Reliability Analysis: This study mainly used Cronbach's Alpha value and corrected item total correlation (CITC) to measure the reliability of each index of the questionnaire in the large sample analysis stage. For Cronbach's Alpha value, scholars generally believe that greater than or equal to 0.6 is acceptable (Wortzel, 1979), and greater than or equal to 0.7 indicates good reliability (Fornell & Lareker, 1981; Nunnally & Bemstein, 1994). It can be seen from the table that the Cronbach's Alpha value of each variable and each dimension is greater than 0.700, so the reliability coefficients of each variable and its measurement dimension in this study are all within a reasonable range, indicating that the questionnaire has high consistency and stability, and can be carried out. next analysis.

Validity Analysis: The test of validity includes two dimensions: content and construct validity test. Content validity mainly tests the validity of the item itself, while construct validity tests the consistency between the item and the theoretical model. The content validity test is mainly through KMO and Bartlett's test. Scholars believe that KMO value greater than or equal to 0.6 is suitable for exploratory factor analysis, greater than or equal to 0.7 is more suitable for factor analysis, and greater than or equal to 0.8 is very suitable for factor analysis; and Bartlett's test Factor analysis is effective only when Sig. is less than 0.05, and the closer it is to 0, the better the effect (Ma Qingguo, 2002). The test of content validity is mainly carried out by exploratory factor analysis, and the fitting degree between the measurement items and the model is mainly tested by the ratio of chi-square and degrees of freedom, GFI, NFI, CFI and RMSEA. In this paper, content validity was tested by exploratory factor analysis, and construct validity was tested by confirmatory factor analysis.

Table 2 Results

Variable name	Question Number	Measure the number of items	The Cronbach's Alpha value that the item has been deleted for	The Cronbach's Alpha value
Brand image	A 1	6	0.872	0.879
	A 2		0.855	
	A3		0.842	
	A4		0.844	
	A5		0.853	
Opinion leader	B1	3	0.823	0.766
	B2		0.591	
	B3		0.614	
Price economy	C1	3	0.754	0.835
	C2		0.796	
	C3		0.756	
Emotional value	D1	4	0.761	0.799
	D2		0.757	
	D3		0.729	
	D4		0.743	
Purchase will	F 1	4	0.894	0.891
	F 2		0.851	
	F3		0.836	
	F4		0.846	

Reliance analysis: In this study, the corrected item total correlation (CITC) in the large sample analysis stage were mainly used to measure the reliability of the indicators of the questionnaire. For Cronbach's Alpha values, scholars generally believe that greater than or equal to 0.6 is acceptable (Wortzel, 1979) and greater than or equal to 0.7 indicate good reliability (Fornell&Lareker, 1981; Nunnally&Bemstein, 1994). According to the table, the Cronbach's Alpha values of each variable are

greater than 0.700, so the reliability coefficient of the respective variables and their metric dimensions in this study is within a reasonable range, indicating high consistency and stability within the questionnaire, and the next analysis can be conducted.

5. Conclusions and Recommendations

It can be said that "fashion brand" sells a kind of dress concept, and "fashion people" wear a kind of dress concept. "Tide brand" does not pursue high commodity prices and extravagant material enjoyment, but more value is the design sense of clothing and the fun in it. The greater significance behind it is that the younger generation has entered a new era in brand awareness and consumption. Therefore, exploring and analyzing the brand building and brand operation methods of domestic fashion brands, its understanding of consumer psychology and the grasp of consumption habits, is of great significance to the development of domestic immature independent fashion brands, and it can also serve as a sportswear brand. Development provides local reference significance.

In the choice of marketing and promotion, brands should use their own advantages of spokesperson resources and commercial resources to do a good job in advertising and public relations and brand cooperation. In terms of advertising, the brand in the early stage can be selected according to the budget, and the brand in the later stage can be considered in many aspects according to the development needs. The advertising cost is high, the sales conversion rate is low, and the brand exposure is limited. The author recommends that the brand that considers advertising can be considered first. Online advertising. Brands can support the daily private services of spokespersons and their friends. It is not recommended to spend huge budgets on new media celebrity exposure. Spokespersons should choose to wear their own brand as much as possible to promote the brand in suitable programs and events. Domestic fashion brands should try more co-branding with other brands. Brand co-branding has a very positive effect on brand promotion and sales. In terms of brand selection, it can be bolder. Many cases have involved brands in all aspects of life, fashion brands. It represents brands that are at the forefront of social thoughts and should seek breakthroughs in these joint names.

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