

The Impact of the Co-branding Between Clothing Brands and Cultural IPs on Sales Volume - Taking Hailan Home as an Example

Zitong Liu^{1,a,*}

¹Jinan Thomas School, Jinan, Shandong Province, 250000, China

a. yhrsv@qq.com

**corresponding author*

Abstract: This paper takes Hailan Home as an example to deeply explore the impact of the co-branding of clothing brands with different Intellectual Property of Culture on sales. HLA, known as "The Wardrobe of Men", has more than 4,000 stores, which are distributed across 31 provinces in the country. Since its launch, HLA has been well-known for its national chain operation, self-service business model, and one-stop service, and it has quickly won the favor of a large number of consumers. HLA has successively carried out co-branding with various types of cultures, including co-branding culture, film and television culture, celebrity culture, animation culture, sports culture, traditional culture, and game culture. Overall, through precise audience matching, in-depth element integration, and powerful marketing and promotion, HLA has effectively increased its sales through IP co-branding, providing a reference for the co-branding cooperation of clothing brands.

Keywords: Brand co-branding, Impact on sales volume, Market analysis, Consumer behavior

1. Introduction

1.1. Overview of Co-branding

Cross-border marketing refers to a marketing strategy in which two or more enterprises or brands establish an alliance with the aims of enhancing market competitiveness, jointly developing and utilizing the market [1]. In current marketing, brand co-branding is a marketing approach that can rapidly expand the user groups of brands across different circles, and it has been widely applied and received much attention [2]. IP can have an impact on specific groups of people and has its own built-in fan effect. Moreover, IP derivatives should possess both commercial and cultural attributes [3]. Consumers' personalized preferences make them easily influenced by favored IPs. Many merchants, short of cross-border cooperation experience, partner with cultural IPs, launch co-branded items and promote on social media. With the rapid development of the data era nowadays, it is difficult for most brands to gain the attention of the media and users when they launch new products [4]. Now Especially under the impact of e-commerce platforms, HLA has increased its revenue against the trend and continuously expanded its popularity [5]. Thus, exploring IP impacts and finding effective strategies is this article's goal.

1.2. The Definition of IP

IP, short for intellectual property, encompasses creations of the mind like inventions, literary and artistic works, designs, and symbols. It's protected by laws to safeguard the rights of creators and has significant commercial value.

2. Theoretical Basis for the Impact of Clothing Brands' Collaborations with Different IPs on Sales Volume

The core of symbolic consumption lies in the fact that when consumers purchase goods, they place more emphasis on the symbolic meaning represented by the goods rather than the actual practical functions of the goods [6]. Consumption is no longer about the possession and depletion of objects, but rather a systematic activity dominated by symbols [7].

Symbolic Consumption Theory is widely applied on social media. Consumers are attracted not only by post content but also by mentions of celebrities or trendy elements. For example, when a fashion blogger's post shows a star wearing a brand, followers may like, share, or buy to align with the star's image. Brands can use this to boost interaction and sales by collaborating with stars or adding hot symbols.

3. Classification of Cultural Co-branding

3.1. Definition of Culture Co-branding

Cultural co-branding refers to the behavior or phenomenon where two or more entities with different cultural backgrounds, characteristics, or resources collaborate and combine to jointly plan, create, and promote in the cultural field or in culture-related products, activities, projects, etc. The purpose is to achieve cultural exchanges, integration, and innovation, and to enhance cultural influence and brand value. Chinese consumers are paying more and more attention to the local recognition of brands, and they are willing to support brands that emphasize Chinese elements and local culture [8]. Culture co-branding and social media are closely intertwined. Social media promotes co-branding, fuels interactions, and provides data, while co-branding sparks topics, all enhancing each other.

3.2. Classification of Cultural Co-branding

3.2.1. Film and Television Culture

Film and television, a vital modern cultural communication carrier, conveys social values, emotions and dreams via light and shadow art. With realistic visuals and moving stories, it breaks time and space limits, shows diverse cultures and impacts society. For example, recently, the original Chinese-style music program "The Chinese Style is Super Fascinating", exclusively sponsored by HLA, and launched by China Media Group, was broadcast on CCTV-1. The program uses diverse means of digital + art and tradition + technology to create a live performance form with multiple scenarios and all microphones open, creating a new Chinese-style sound that combines tradition and modernity, and setting off a wave of attention [9].

3.2.2. Celebrity Culture

When a person gains sufficient popularity to the extent that their content and image can be transformed into something substantial and symbolic, this person becomes an IP [10]. Celebrity culture revolves around celebrities, covering image building, fan culture, and trends they set. Celebrities, with their allure, draw numerous fans. Fans' idol-chasing forms a unique culture, seen in

supporting works and influencing daily life like consumption and socializing. It's a vibrant part of modern culture. For example, "HLA Aurora 95 Down" locks in warmth, pairs well with items for a stylish look. Get @Xu Zhenxuan xzx-999's style to stay warm all winter.

3.2.3. Traditional Culture

Traditional culture is a cultural treasure accumulated and passed down by a nation during its long historical development. It includes rich folk customs, traditional arts, historical allusions, values, etc. It is an important identifier of national identity, carrying the nation's memory and spiritual core. For instance, ancient poetry, traditional festivals, and exquisite folk crafts all reflect the profound cultural heritage and unique national spirit of the Chinese nation, serving as an important bond for maintaining national cohesion and identity. For example: "Wear the national lucky clothes, and good luck is loading. HLA's Chinese Zodiac series interprets Chinese zodiac culture with innovative aesthetic expressions!"

4. Data Analysis of HLA's Co-branding with Cultural IPs

To deeply analyze the development trend and brand image of HLA in the current market environment, this study focuses on social - media data, selecting the blog post data from the Weibo platform during 2022-2024 as the analysis samples. All blog post contents in these three years are crawled and then classified through analysis. By analyzing the keywords of hot topics, the focus of consumers' attention is insighted. Bar charts, pie charts are used, and word-cloud analysis is carried out on these data to draw conclusions. This research aims to comprehensively understand HLA's performance and image on social media and provide references for its future development strategies.

4.1. Data Analysis

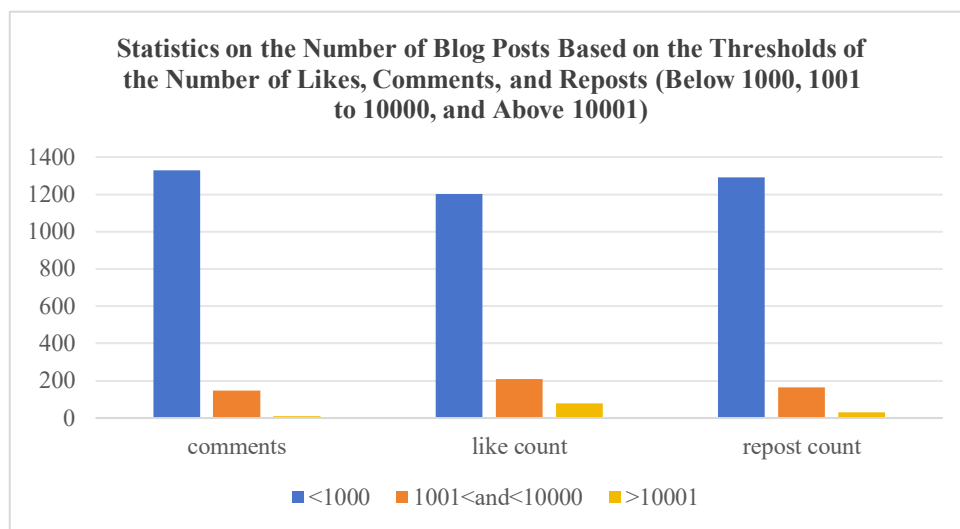


Figure 1: Statistics on the Number of Blog Posts Based on the Thresholds of the Number of Likes, Comments, and Reposts (Below 1000, 1001 to 10000, and Above 10001)

Figure 1 shows the distribution of the number of comments, likes, and reposts. The data is classified into three intervals: less than 1,000, 1,001-10,000, and more than 10,001. It can be seen that the number of comments, likes, and reposts in the interval of less than 1,000 is the largest, followed by the 1,001-10,000 interval, and the number in the interval of more than 10,001 is extremely small.

Chinese cultural elements like "Chinese", "Dragons", and "Operas" reveal its traditional culture integration. "Weibo", "Lottery", and "Interaction" indicate promotion and fan - engagement. The word - cloud reflects HLA's diverse strategies and cultural meanings.

#Arbor Day# #HLA# Spring is the prime time for "planting" in a year! Come and put on the #HLA Fresh Plant-style Jacket# with Lanlan, and let's sow the green seeds to wake up spring together!

#The Progressive Spring# How's the weather in your place? Can you put on the #HLA Fresh Plant-style Jacket# and go on an outing in spring? #You should definitely go on a trip to a distant place this spring# Let's talk about your recent travel plans in the comment section.

The Mid-Autumn Festival fills the mountains and rivers, and the jade rabbit accompanies the shining clothes. On this festive occasion, I wish you all a happy #Mid-Autumn Festival# and a full moon with a reunion of people.

And these above three blog posts of HLA rank among the top three in the number of likes, comments, and reposts respectively, each with its own highlights and this highlights are also included some words which on the word cloud analysis. The first one, launched on Arbor Day, uses "Spring is the prime time for 'planting'" as an entry point to promote the Fresh Plant-style Jacket and calls on consumers to sow seeds in spring, attracting many likes by combining the festival atmosphere with fashionable wear. The second closely follows the theme of "The Progressive Spring", asks about the weather and spring outings, and encourages consumers to share their travel plans, increasing comments through interaction. The third sends wishes on Mid-Autumn Festival, conveying the beautiful vision of family reunion, which triggers resonance and leads to numerous reposts. They all boost the brand's social media presence from different aspects.

5. Conclusion

In marketing, HLA is adept at leveraging opportunities. It capitalizes on festivals and seasons like Arbor Day, Mid-Autumn Festival, etc. to blend the brand with festive vibes, triggering emotional resonance. It also uses platforms like Shanghai Fashion Week to boost influence and show brand upgrades.

Celebrity endorsement is also an important marketing strategy for HLA. By inviting Zeng Shunxi as the youthful spokesperson, HLA takes advantage of the celebrity's fan base and influence to attract a large number of fans, effectively increasing the brand's topic popularity and communication power.

In terms of interacting with consumers, HLA encourages consumers to participate in interactions by setting topics in the copywriting, such as "Let's talk about your recent travel plans in the comments section". This strengthens the connection between consumers and the brand, and enhances the brand's activity level and user stickiness.

From the communication effects, relevant charts reveal that the likes, comments and reposts of most HLA's Weibo posts are in the lower range, with a small proportion of highly popular content. Although HLA has employed various rich marketing strategies, there's room to improve content dissemination's breadth and depth. It's essential to optimize marketing content and methods to draw more consumers, boost participation and enhance brand communication and market influence.

References

- [1] Lee Alder. *Symbiotic Marketing [J]*. Harvard Business Review, 1966 (44): 9-10.
- [2] Yu Jing. *The Communication Logic and Practical Exploration of Brand Co-branding*. News Front, 2024 (14), 53-54.
- [3] Li Yang, Yingying Liu, Ding Ling, et al. *A Dual-case Study on the Dynamic Management Model of Brand Alliance of Intellectual Property Derivatives under Consumption Upgrade [J]*. Chinese Journal of Management, 2020, 17(8): 1130-1138.
- [4] Jia Liu, Chunxiao Zhang. *The Integration and Innovation of the Design of Culturally Co-branded Brands*. School of Art and Design, Shandong University of Science and Technology, June 12, 2020, 114-115.

- [5] Zhang Junhua. *HLA Doesn't Want to Be Just the "Wardrobe of Men"*. *Economics and Management Science*, August 21, 2024, 2.
- [6] Fangqing Shen, Chaomiao Chen. *A Review of Design Research Based on the Theory of Symbolic Consumption*. *Design Practice*, 2025, 1 (15): 156-158.
- [7] Jean Baudrillard. *The Consumer Society (Series of Consumer Culture)* [M]. Nanjing: Nanjing University Press, 2006.
- [8] Hailu Wen, Yuan Yan. *A Brief Discussion on the Cross-border and Co-branding of Contemporary Apparel* [J]. *Light Textile Industry and Technology*, 2020, 49(10), 146-147.
- [9] General Manager's Office of China Media Group. *Creating a New Voice of Chinese Style, HLA · "The Chinese Style is Super Fascinating" Won the Rating Championship of Variety Shows*. *Economics and Management Science, Information Technology*, August 6, 2024, 77-78.
- [10] Huiying Zeng, Tao Mengdi, Zhan Yun. *Research on the Brand IP Co-branding Strategy Based on Brand Symbols*. *Hunan Packaging*, 2021, 12, 36.