

互联网背景下服装品牌 IP 的营销策略探究——以“韩都衣舍”为例

摘 要

服装品牌 IP 是指服装行业在互联网不断发展的推动下产生的可以代表各自品牌的一种流行元素，消费者通过这样的方式可以更加清晰的了解到这个品牌的设计理念和文化。

在不断发展更新着的互联网时代下，基于互联网思维重构的新业态、新生态的转向趋势，以及超级 IP 不断渗透的背景下，通过对韩都衣舍相关案例的分析，理清 IP 内容运营特征及内容运营方式，分析在新媒体环境下服装品牌的核心价值和品牌 IP 碰撞融合的成果，旨在探究互联网背景下服装品牌 IP 的营销策略与内容运营策略并提出新的观点，帮助服装品牌找到另一种商业生存方式。

关键词：超级 IP 服装品牌 IP 互联网 营销策略

ABSTRACT

From the perspective of the author, clothing brand IP refers to a popular element that can represent the respective brands produced by the clothing industry under the constant development of the Internet. Through this way, consumers can have a clearer understanding of the design concept and culture of this brand.

In the Internet era of continuous development and renewal, based on the new business form and new ecological transformation trend of Internet thinking reconstruction, and the background of super IP continuous penetration, through the analysis of the relevant cases of handu clothing house, clarify the IP content operation characteristics and content operation mode, analyze the core value of clothing brand and the results of brand IP collision and integration in the new media environment, aiming to explore This paper studies the marketing strategy and content operation strategy of clothing brand IP and puts forward new ideas to help clothing brand find a new way of business survival.

Key words: Super IP; Clothing brand IP; The Internet; The marketing strategy

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