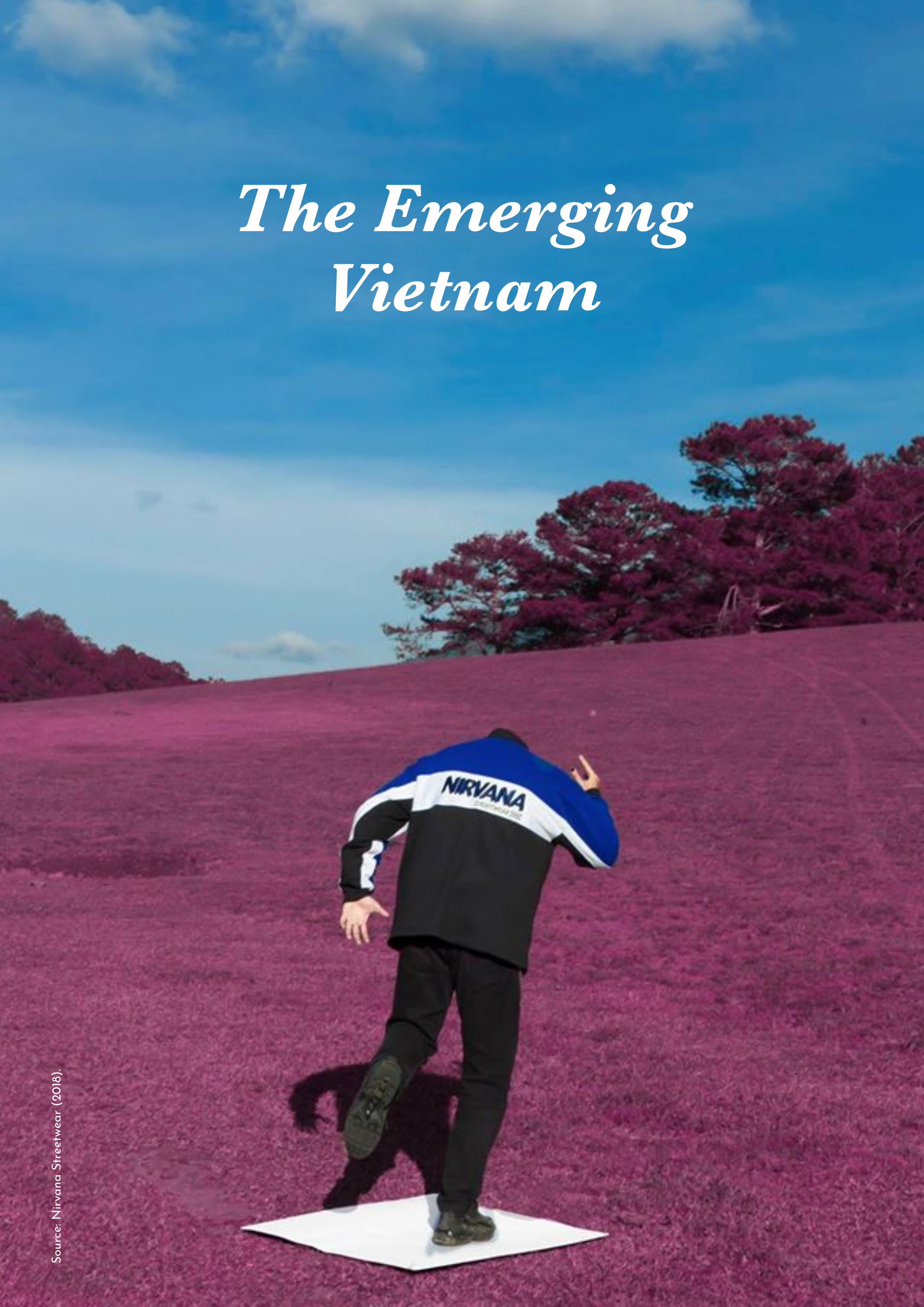
The Emerging Vietnam



Source: Nirvana Streetwear (2018).

The Emerging Vietnam

Vietnam Fashion Market Research Report 2020

Linh Vu

500745209

International Fashion and Management

Rick Immerzeel and Sander Schellens

June 2, 2020

AMSTERDAMFASHIONINSTITUTE

Hogeschool van Amsterdam

Disclaimer

1. This report, as part of the graduation project aimed at attaining the BA title from the Amsterdam University of Applied Sciences, has been written and/or compiled solely by me.

2. This project report (or any amended form of it) has never before been submitted by me or anyone else in the framework of a learning assignment aimed at the attainment of a certificate or degree, within the AMFI programme or elsewhere.

3. The work that was necessary for the realisation of this project was performed entirely by me. All the data that have been collected are original.

4. All quotes from other sources are recognisable in the report by quotation marks and the sources of all my information have specifically been indicated.

Date : June 2, 2020
Place : Amsterdam, NL
Name : Linh K Vu

Signature

____

Foreword

Executive Summary

Table of Content

Chapter One

001

1. **Introduction:**

1.1 Macroeconomic Development in Vietnam

There is a turning point in Southeast Asia at the moment as it is experiencing economic growth and higher relative levels of income. Based on the OECD Medium Term Projection Framework (MPF-2019), GDP in Southeast Asia is forecasted to grow by an annual increase of 6.1% in 2019. Among that, Vietnam's GDP for 2019 expanded by 7.02%, surpassing its government's target of 6.8% (Bloomberg, 2019). As the market propels, domestic demand and household spending are expected to keep pace.

Vietnam's middle-class population is expected to reach 33 million by 2020, up from 12 million in 2012 (HSBC, 2016), the fastest-growing rate in Southeast Asia (Deloitte, 2019). Furthermore, the country has a relatively young population with 40% of its population is below the age of 24 (CIA World Fact-book). With an advancing economic environment and an entrepreneurial spirit driven by the younger generation comes opportunities for the Vietnamese market.

1.2 Rise in Consumer Demand

The rise in income boosts the demand for a more variety of products and product innovations, ideally produced domestically while withholding quality that is comparable to Western standards. According to British Business Group Vietnam, non-essential spending in Vietnam is forecasted to grow 10.9% by 2022. These emerging middle-class consumers are driving non-essential retail growth with substantial buying power, coupling with rapid urbanisation, which is driving higher income and modernising consumption patterns. According to Euromonitor, by 2030, approximately 43.0% of Vietnam's population is expected to live in urban cities (Euromonitor, 2018). Thus, it is an appropriate time to examine the emergent market amidst its economic growth.

1.3. Fashion Industry As Economic Driver

The textile and garment sector of Vietnam is one of the country's largest industries and a key contributor to its economic growth (World Bank, 2018), with over 6000 textiles and garments manufacturing companies, employing more than 2.5 million workers (Vietnam Briefing, 2018). Revenue within the fashion industry is expected to show an annual growth rate (CAGR 2020-2024) of 6.9%, resulting in a market volume of US$1,065m by 2024 (Statista, 2019).

1.4. The State of Fashion in Vietnam

Nonetheless, the fashion market overall seems to fall short of the demand, outsourcing products from China without much regard to quality while holding a determined grip on price as U.S.P. Among commercial fashion brands in Vietnam, ZARA and Calvin Klein are the most known and successful. According to Mitra Adiperkasa's financial report, Vietnam is Zara's second-largest market after Indonesia (Retail Asia, 2019). A flux of multinational brands that entered Vietnam in recent years, including Uniqlo, Pull & Bear, Stradivarius, have been wildly successful due to the products are considered of higher quality compared to the domestic market's average offering, even though the international fast fashion chain price ranges are considered medium to high. According to the Vietnam Investment Review, Vietnamese consumer's average spending on fashion was VND550,000 (21.5 EUR) per month which is modest compared to the average price of 44.24 EUR per fashion item in Zara or H&M stores (Kim Anh, 2018).

The popularity and desire for Western brands are not due to the lack of domestic brands. There have already been many Vietnamese brands, however, remain short-lived or become irrelevant because they either morph according to trends, offering no inherent values or quality; or they do not change at all, therefore lose touch with the zeitgeist. Foci, once a Viet trusty brand with 60 stores, disappeared after nearly 10 years on the market. Vietnam's former fashion empire, Ninomaxx, PT2000, Viet Tien are dwindling in market share while fast fashion giants such as Zara, H&M, Uniqlo are gaining in size (Euromonitor, 2020). Canifa, a leading fashion company in Vietnam since 1997, currently has nearly 100 large and small shops. As its visitors steadily decreased, Canifa recently devised a strategy to lower the price by shortening time to market, taking advantage of domestic production (Duy Anh, 2020).

However, according to industry experts, in order to survive in the fashion industry, prices do not account for everything but rather contemporary design and a future-forward attitude (Duy Anh, 2020). On the other hand, the established Vietnamese brands such as Nguyen Cong Tri, Do Manh Cuong, Kelly Bui, Hà Cúc are more expensive for young consumers and offer only a specific style category.

The competitive landscape poses a challenge to the upcoming local and locally-produced brands to gain market share from the unbranded products and multi-national corporations (see Appendix D). The general director of the Vietnam National Textile and Garment Group (Vinatex), Le Tien Truong shares: "In Asian countries like Japan, South Korea, Singapore, and Thailand, domestic fashion brands are distinguishable. Meanwhile, it is difficult to find a true Vietnamese fashion brand which offers signature products other than the traditional garments such as the "áo dài" (VnExpress, 2019). He further warned that if Vietnamese fashion brands do not adapt their mindset, consolidate their brands and develop signature designs, they risk being outsourcers for other countries (see Appendix E). Traditionally, Vietnamese fashion heritage holds strength in the craft of sewing and tailoring, however, they lack development and expertise in design trends, branding, and product distribution (Duy Anh, 2020). To remain competitive, it is imperative to understand consumer behaviours, focus on bringing better experiences to customers via developing e-commerce, as those who did not fail to remain relevant.

As a manufacturing country, Vietnam has a huge momentum to supply the market with quality and accessible prices, since it has the essential infrastructure to build upon. This leads to the crucial questions for this research thesis as it explores how to supply the growing demand within ethical and environmental boundaries.

1.5. Aim

The main objective of the research is to develop a critical attitude towards the sluggishness of the Vietnamese fashion market while identifying various opportunities for innovation and change. Furthermore, this research aims to assess and understand Vietnamese young adult consumers' mindset, as they possess future buying power in their hands, in order to find out what the market needs at the moment and progressively in the future. Ultimately, the goal is to apply the conclusions and to translate that into a brand concept.

The final product consists of a business report as well as a brand concept.

1.6. Research Questions

Main Research Question:

"How would a value-driven, sustainable fashion brand concept work in the current developing market of Vietnam?"

To be able to answer the research question, the following sub-questions need to be answered:

Q1. What are the factors that are driving trends in consumer behaviours in Vietnam due to macro-economic developments?

Q2. What and how are Vietnamese local brands catering to the market in response to consumer behaviour trends?

Q3. What are the Vietnamese market's opportunities and threats in relations to changes in economics and social aspects?

1.7. Methodology

Both empirical data and theoretical approach will be explored. The methodologies used to conduct this research are as following:

i. Nethnography:

Aim

An in-depth nethnography research will allow readers to truly understand consumers' essence, what they believe in. First identify online communities that relate to the research question, observing them. There are two types of data collected from types of consumers that have a high level of involvement: "Devotees" and "Insiders" (R. Kozinets, 2002)

- Data and information directly copied from online communities.
- Data and information that are inscribed from our observations of the communities.

ii. Survey: An online survey will be conducted with participants who are Vietnamese and/or are currently living in Vietnam. As the survey includes both qualitative and quantitative data, the survey results are analysed using NVivo, the most popular software for analysing qualitative data like open-ended survey responses, social media, photos, video, etc (P Bazeley, K Jackson, 2013).

Aim

The survey aims to understand the psychology behind the purchase behaviour and decision-making process of the Vietnamese consumers, why they buy things where they buy as well as general sentiment towards new concepts of fashion. This is crucial for this research as the report further explores how to supply to these consumers.

iii. Case Studies: Five in-depth case studies of innovative local fashion brands in Vietnam, exploring how they are catering to consumer demands.

Aim

The case studies help to understand the market landscape as well as identifying a gap in the market offering.

iv. Desk Research: Data from credible sources such as journal articles, reports, online articles, etc.

Aim

Provide background to the research as well as back-ups for empirical data.

1.8. Structure

This research paper will be structured as follows. Chapter 1 introduces the context and relevance for the research, explains the research question, goal, relevance and preliminary research. Chapter 2 analyses consumer behaviours and trend drivers with the scope on young consumers in Vietnam, bringing background to the research. Chapter 3 analyses five in-depth case studies of innovative local fashion brands in Vietnam, exploring how they are catering to consumer demands. The final conclusion will explore feasible solutions for a new brand concept while considering both opportunities and threats.

1.9 Limitations

Due to the scope of research, the online survey has limited samples. Regarding the case studies, the brands analysed are independent local brands in Vietnam. Therefore, statistics of sales and information that might be readily available to the public like large corporations are not available for smaller brands. The conclusions are derived from the obtainable information. Moreover, the analysis in this report was from industry data and information before and during the early outbreak of COVID-19. This potentially influence the result as the scale and impact of COVID-19, both at global and national levels, remains uncertain while it is revolving fast.

Chapter Two

007

Q1. What are the factors that are driving trends in consumer behaviours in Vietnam due to macro-economic developments?

2. The Agile Vietnamese Consumer:

In order to examine the direction of the Vietnamese fashion market in the context of macro-economic developments, it is crucial to understand the Viet consumer behaviours and the factors that are driving them. This chapter aims to understand the consumers and their demands, accommodated by a survey which will give an answer to the question:

"What are the factors that are driving trends in consumer behaviours in Vietnam due to macro-economic developments?"

2.1. Consumer Trends:

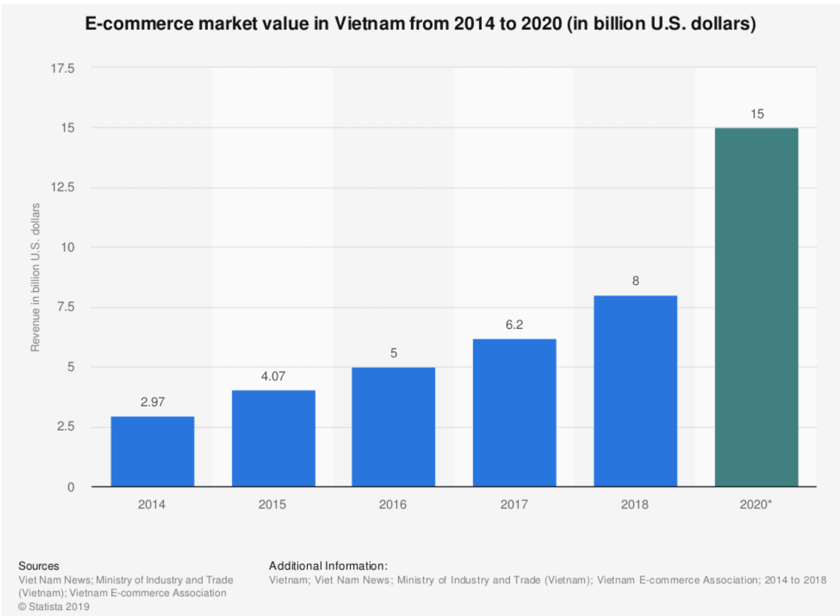
In Vietnam, there are culture norms surrounding external appearance, usually indicating profession or social class, expressing which group one might associate with or would like to be associated with. Showing differences and freedom of expression are unlikely to be celebrated (Human Rights Watch Report, 2019). As an outlet of expression in the homogenous society, clothing increasingly takes on an important role in the life of individuals, particularly the younger generation. More young people are entering the workforce as youth unemployment rate decreased significantly from its peak of 7.5% in 2016 to 6.2% in 2019 (Euromonitor, 2020). Vietnamese consumers are becoming increasingly aware of how appearance might affect many aspects of their daily lives, mainly due to social network development, urbanisation and generally improved living standards (Euromonitor, 2020). In recent years, for example, on Youtube specifically, there has been an increase in the amount of Vietnamese lifestyle Youtubers who are sharing their expertise and positively impacting the Vietnamese youth in beauty, health, fashion, and life (Vietcetera, 2019).

008

As consumers gain more access to information and new experiences, a shift in the consumer mindset has been identified towards being more open-minded and inquisitive. With increased access to digital media - the number of internet users in Vietnam reached 63.6 million in 2019 based on a report by the Ministry of Information and Communication out of a population of 97 million people (World Bank, 2018), thus assuming consumer awareness grows parallel with the widespread use of social media (see Appendix F, G).

In terms of e-commerce, there are many untapped opportunities. According to Euromonitor, the robust growth of e-commerce was the most significant factor contributing to current value growth within apparel and footwear. As seen in *Image 1*, the e-commerce market value is forecasted to double in two years from 8 to 15 billion USD from 2018-2020. Furthermore, expanding internet access has drastically influenced consumers' shopping behaviour, suggesting gradual shifts from unbranded mass-produced to branded, premium products and online shopping. By the end of 2020, the government aims to increase the number of people purchasing products through e-commerce to 30% of the total population via a range of different policies (Euromonitor International, 2020).

Image 1. E-commerce market value in Vietnam from 2014-2020, Statista (2018).



2.2 Introduction to Quality and Sustainability

Viet consumers are increasingly interested in topics that have been prevalent in the West. They want to learn more about what constitutes a good-quality garment and the environmental impact of fast fashion, how they can buy sustainable products, and what is different between them and regular textile (Hong Nguyen, 2015). More and more workshops from new independent fashion platforms opened for fashion education such as The F.A.C.E [Fashion. Art. Contemporary. Emotion], a fashion organisation, fund and workshop in Ho Chi Minh City, founded in 2011, for young Vietnamese designers. The organisation has been successfully organising zero-waste fashion workshops as well as sustainable dye workshops with industry expertise (FACE Vietnam, 2011).

Source: FACE Vietnam Facebook Page

Environmental issues are constantly being brought to the table as air pollution in 2019 tested at a hazardous level, affecting more than 9 million people living in Ho Chi Minh City and Hanoi (Forbes, 2019). According to the World Bank Group (2019), Vietnam is one of the ten countries that are most heavily-affected by air pollution. Adding to that, water pollution also significantly affects the population's health. Therefore, much of Vietnam's population is now more than ever aware of environmental impacts of consumption. Young consumers with buying power are actively engaged and stay open-minded in the conversation. It is an opportunity for new forces to emerge and get involved in conversations with them.

010

Q1. What are the factors that are driving trends in consumer behaviours in Vietnam due to macro-economic developments?

2.3 Consumer Behaviour in Vietnam:

To understand the consumers, an online survey of the Vietnamese consumers was conducted. The survey is analysed by collecting both qualitative (open-ended question) and quantitative data (multiple choice).

2.3.1 Data Collection

The emphasis of the survey focuses on three topics:

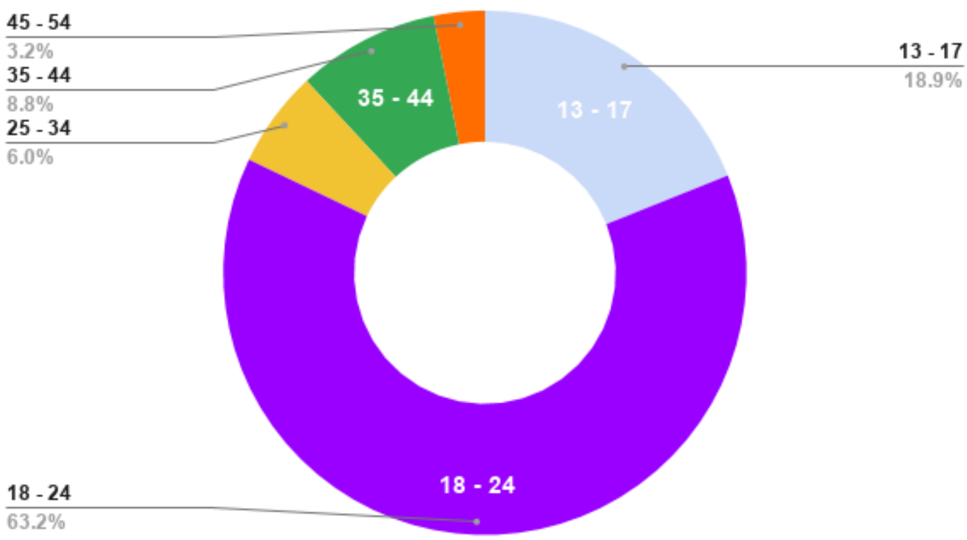
i. Consumer's purchase behaviour.

ii. Consumer decision-making processes towards buying a fashion item.

iii. Consumer sentiment towards the concept of sustainable fashion and Vietnamese local brands.

The survey consists of seven questions written in both English and Vietnamese (see more Appendix J-M). A total of **287 respondents** of all genders between the age of 15 to 45 participated in the survey; all of whom are Vietnamese and/or currently living in Vietnam. Out of 287 respondents, the age group 18-24 stands out with 63.2%, accompanied by age group 13-17 (18.9%) and 35-44 (8.8%). Thus, the young adult age group of 18-24 represents the biggest part of the survey.

Figure 1. Respondent Profile (287 respondents)



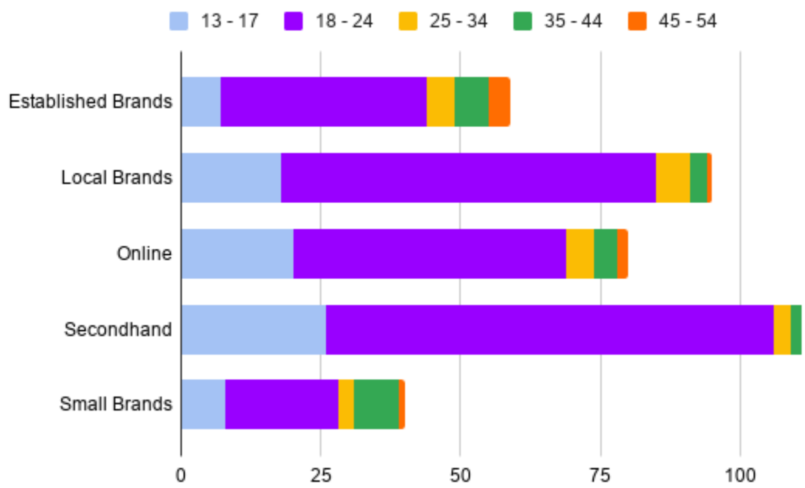
2.3.2 Results

i. Vietnamese consumers' purchase behaviour

Types of Places Consumers Frequently Shop (Open-ended Question)

When asked to share which types of places consumers shop generally, five types are identified: Established Brands, Local Brands, Small Brands, Online Brands, Secondhand Shops (Figure 2). In particular, consumers show the greatest tendency to buy second-hand fashion items including vintage and thrift shops (28.8% of the respondents), which are the most popular among the younger age groups 13-17 and 18-24 due to the desired uniqueness of second-hand items. Moreover, respondents of these two age groups emphasise that they buy second-hand as a way to mitigate their clothing consumption and shop "sustainably" at a bargained price.

Figure 2. Types of Places consumers frequently shop per age group (287 respondents)



Second in the tier is local brands with 24.7%, which is the type most sought-after by the young adult 18-24 age group and 25-34 age group. Local independent brands seem to carry the notions of style, quality and understandable prices. However, "local" brands are not immediately perceived as locally-produced brands but also include brands and shops that import unbranded, counterfeit goods particularly from Guangzhou.

Online brands, comprising 20.7% of respondents, are most popular among young age groups due to the convenience and diverse price and product ranges that they offer. Among e-commerce platforms, consumers mention Facebook shopping the most as well as shopping on online retailers such as Shopee, Lazada.

Established brands are generally more popular among the older age group 45-54. There are various mentions of fast fashion, in particular, Zara, H&M, Uniqlo.

Usual Budget per Purchase (Multiple-choice)

The budget range provided in the multiple-choice is derived from the average price per item for the mid-fashion segment in Vietnam. *Figure 4* shows 39.4% of the respondents reports paying 20 EUR to 40 EUR per purchase. This indicates that price may play a role in the purchase intent, however, not hugely since 20-40 EUR is already the average price range offered by most local brands. In fact, it is much lower than most popular fast fashion brands' price range as mentioned in *Section 1.4*. Young adult age group comprising of mostly high school and university student is understandably more price-conscious compared to the older age groups who might be well into their career phases; the majority of whom spend 40 EUR - 120 EUR on average per purchase (Figure 3).

Nevertheless, 23% of the respondents state that they are willing to invest if the product is worth the price. This indicates that while taking price into considerations, the consumer is at the same time willing to evaluate the product quality to determine whether the purchase is worth it.

Figure 3. Usual Budget per Purchase per age group

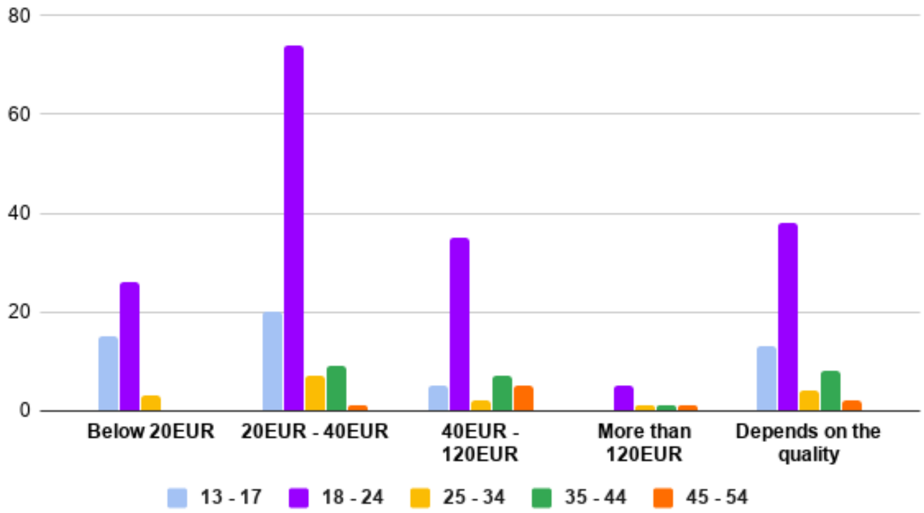
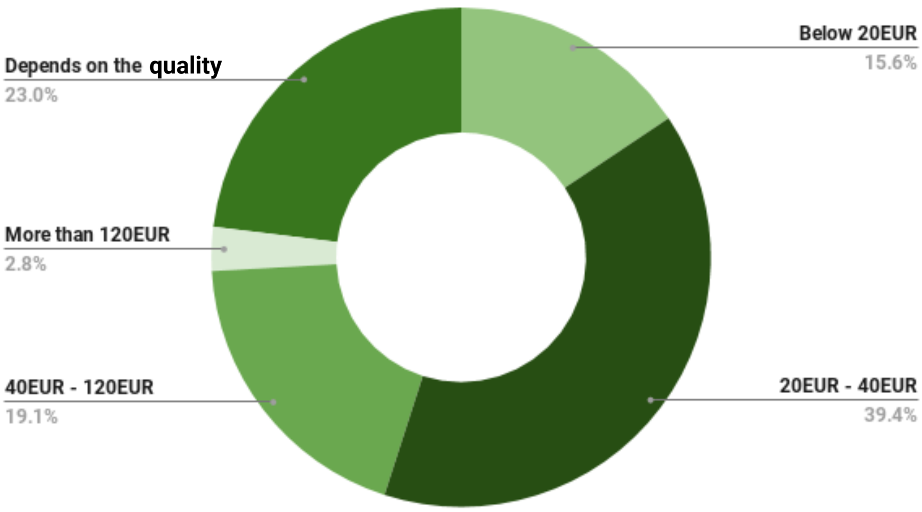


Figure 4. Usual Budget per Purchase



ii. Vietnamese consumers' decision-making process

Important Factors for Decision-Making (Open-ended Question)

When examining the influential factors when buying a fashion item, style and design are considered most important with 23.4% (Figure 5). Followed respectively by quality (21%), comfort (20.5%) and price (18.5%) which indicate that the consumer considers multiple aspects of the item before purchasing. This affirms the conclusion in the macro analysis that consumers are more attentive when shopping. Furthermore, it reinforces that price is not the biggest definitive factor contributing to the decision-making process. According to the survey, it only comes fourth.

Moreover, consumers appear to be more fashion and style-conscious. Within age group 18-24, style and design come first, followed hand-in-hand by quality and comfort, then price (Figure 6). The youngest group 13-17 considers style, price, comfort, quality of comparable importance. On the other hand, the age groups 25-34 and 35-44 prioritise quality first while age group 45-54 emphasises on the item's functionality and versatility.

Figure 5. Most important factors when purchasing a fashion item (287 respondents)

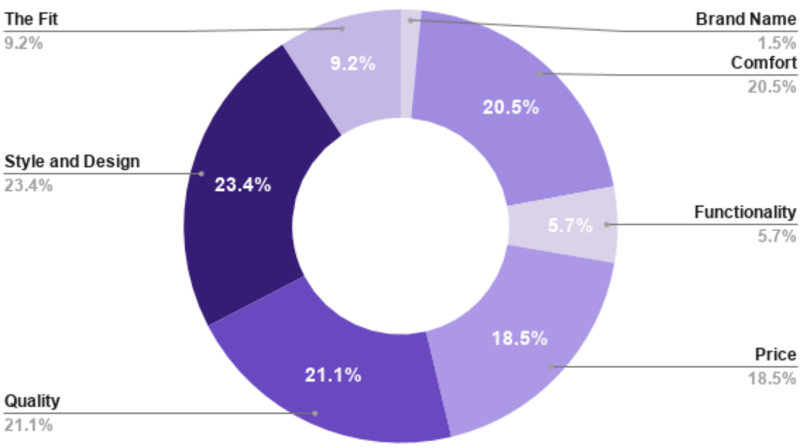
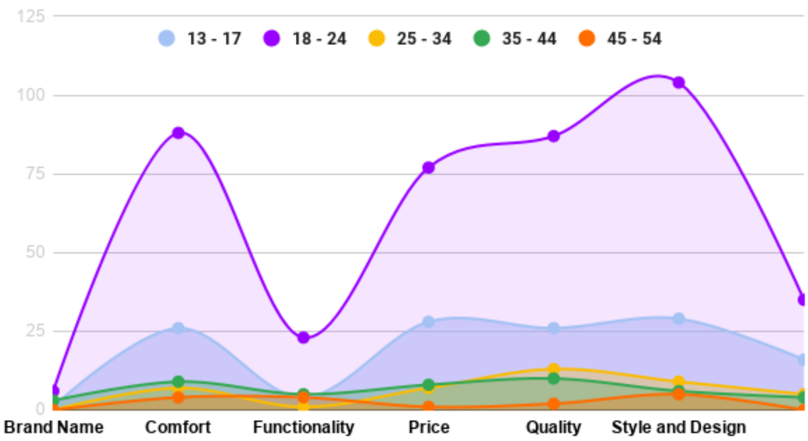


Figure 6. Most important factors when purchasing a fashion item per age group.



014

Reason for Purchasing Fashion Items (Multiple-choice + Multiple answers)

When asked the reasons for purchasing fashion, 72% of the respondents asserted that due to the need for self-expression, while only 20% say that updating trends is a driver (Figure 7). Figure 8 further indicates that self-expression is of equal important among all age groups. Additionally, 52% of the respondents shared that they enjoy fashion in general. All of which reinforces *Section 2.1*, stating that fashion is an outlet of expression that is increasingly taking an important role in the consumers' lives. 42% buy clothes due to necessity, meaning due to the lack of necessary fashion items while 39% enjoys the act of shopping. This suggests a responsible attribute in consumption behaviour.

Figure 7. Reasons for buying fashion items (287 respondents)

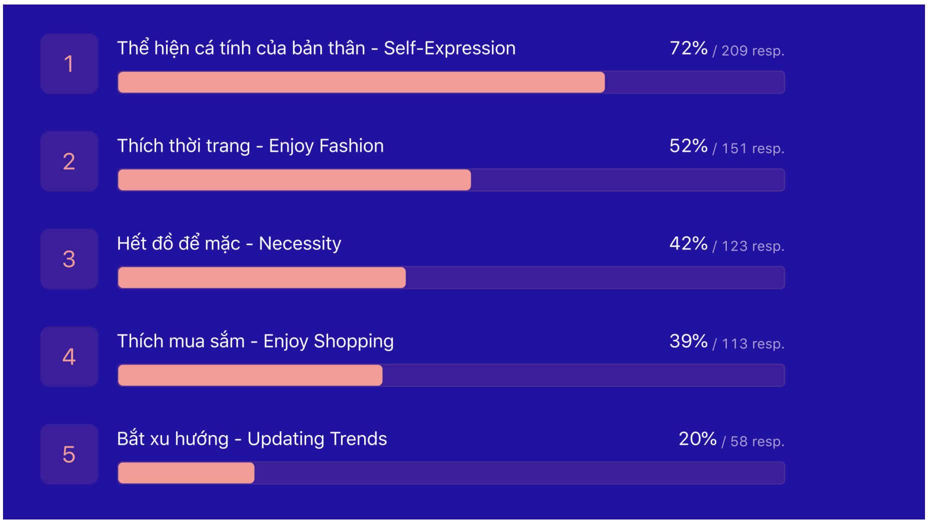
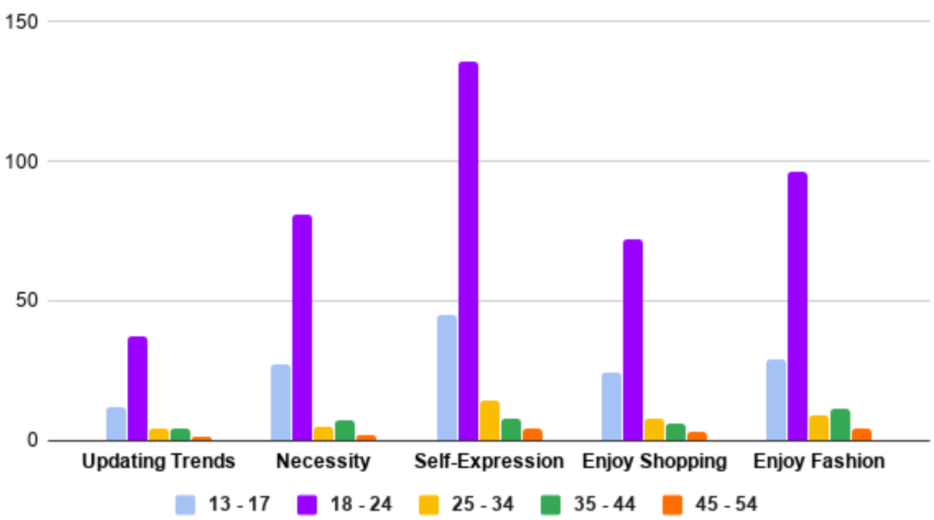


Figure 8. Reasons for buying fashion items per age group (287 respondents)



iii. Sentiments towards local brands and the concept of sustainability.

Popular Vietnamese brands (Open-ended Question)

Most popular Vietnamese local brand is Monotalk; followed respectively by LIBE, Nirvana Streetwear, NAKEDbyV, Canifa, Môi Điên, Subtle and Simple, Aspirin Official, and aeiestudios. Monotalk and LIBE are well-loved due to the perceived quality for price value and the easy-to-style element. However, Monotalk's style is often deemed too mature and rather difficult to style in casual wear. Canifa is favourable in the mass market segment for its low price range (minimum 5 EUR for a t-shirt). For independent local brands with distinct style profiles such as Nirvana Streetwear, Môi Điên, Subtle and Simple, Aspirin Official, and aeiestudios, consumers find them aspirational, applauding them for the fabric quality and fit, unconventional styles and trends as well as reasonable prices.

On the other hand, 22% of the respondents share that they do not have a particular favourite local brand or do not shop at local brands, showing a low level of brand awareness; for whom price then takes navigation towards finding a brand to shop. A number of responses shows a certain distrust of local brands, particular the "retail" brands that import cheaply-made goods, addressing the lack of quality compared to advertised.

Figure 9. Hierarchy of Local Brands

Awareness of Sustainable Fashion (Open-ended Question)

The survey reveals a significant 50/50 split response between those who are aware or are actively participating and those who are not yet informed. This indicates that sustainability is rather a niche topic. 50.1% of the respondents have never heard of the concept of sustainability; within which 2/3 of them displays enthusiasm to learn while a small number of responses remain neutral. 49.9% of the respondents are aware of the concept and are trying to find suitable approaches to implement sustainability in their daily lives. Among the 49.9%, a number of them are involved in the fashion industry or are studying fashion. The general sentiment shows that while the consumers are aware of the concept, they are unsure about what it entails, as the topic is seldom mentioned in the media or by brands. They also share that, while would be interested, they have not seen any brands that offer sustainable fashion in Vietnam that also speaks to their styles. In addition, price is a considerable barrier that hinders those who acknowledge sustainable fashion from actually making a purchase.

Figure 10. Awareness of Sustainable Fashion %

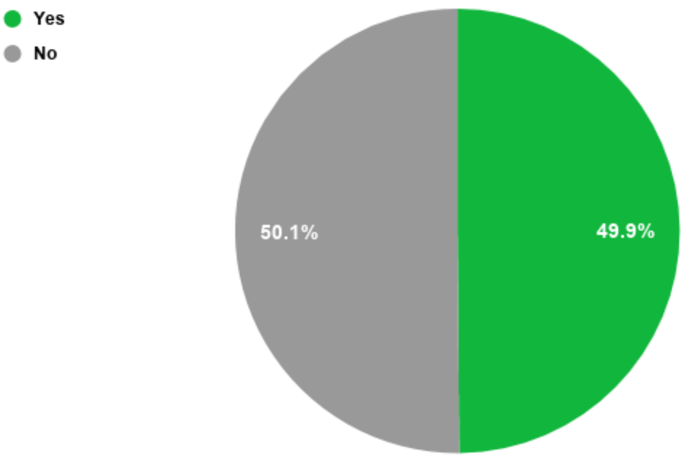
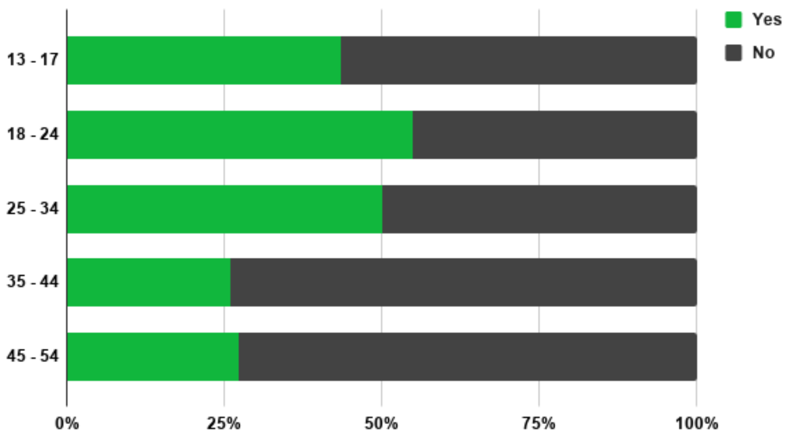


Figure 11. Awareness of Sustainable Fashion % per age group



Among five age groups, the largest age group 18-24 shows the most awareness as 54.9% have heard of the concept. They further highlight the internet as the main source for this information, sharing that while they have read about sustainability online, they have not yet experienced it in Vietnam. Some define sustainability as product and toxic wastes, opting solely for vintage and thrift clothes. Others associate sustainability with consumption, choosing to extend the product life cycle by investing in quality pieces or simply buying timeless clothes that can be utilised in various ways. The prevailing sentiment on sustainability is highly positive with a strong notion that the future of fashion and the environment rely on our behaviour. This further reinforces the statement that the young adult generation is becoming more cognisant of and open-minded towards global issues with the help of the internet.

2.4 Conclusions

The survey acts as an incredible source of information to measure consumer sentiment and provide crucial information on the Vietnamese consumers' decision-making and purchasing process. The Viet consumers' general sentiment towards fashion consumption as "an expression of individual identity" as apparent in the high level of desire for uniqueness, especially among the youth and young adults (15-24). Consumers also seem increasingly fashion-conscious as they seek for style and quality when making purchase and are willing to invest in quality products.

The results show that while consumers shows high interest in buying from local brands and are willing to pay for design and quality, there are not many style options within the local market. There also exists a certain distrust of local brands and low-level brand awareness. In actuality, consumers still report to shop at Zara and similar fast fashion brands. However, it seems the time for discussion and awareness has just started.

Consumers, especially those among the young age groups though *not without* the older age groups, show positive and inquisitive attitude towards the concept of sustainability. They buy second-hand and invest in quality, unique items as a way to mitigate their clothing consumption. While the majority of consumers are unaware of the topic due to lack of exposure to the information, they show eagerness to learn and experience the concept. The prevailing sentiment on sustainability is highly positive with a strong notion that the future of fashion and the environment rely on our behaviour. This further reinforces the statement that the young adult generation is becoming more cognisant of and open-minded towards global issues with the help of the internet.

The following trends are concluded from the results:

- The search for quality and comfort
- The seek for uniqueness and self-expression
- The generous price-conscious consumers
- The fashion-conscious consumers
- Thrifting as a form of sustainability

While there is a mismatch between the rate of growth in Vietnamese consumer mindset and what the general fashion market is offering, the following chapter will give insights on the pioneers that have penetrated the market in response to these trends in consumer behaviours.

Chapter Three

018

Q2. What and how are Vietnamese local brands catering to the market in response to consumer behaviour trends?

3. The Market Snapshot

In prompt response to the trends in Viet consumer behaviour, there are a few pioneering local brands that are initiating innovations from various approaches. This chapter aims to explore how these brands are catering to the market through five case studies of four different approaches.

3.1. Case Study - Innovative Business Model

SIR Tailor

A successful case of Vietnamese fashion brands going against the grain is SIR Tailor Vietnam, specialising in tailored men's suits with the value of "pursuit of perfection." "SIR" Tailor, which stands for "Style, Individual, Recognition," started in Saigon in 2013 by Triet Vo and Phuc Doan who shared a passion for suits and tailoring. The brand headquarter is located in the Saigon Pearl villa in Ho Chi Minh City with the model of an atelier. They expanded to two more boutiques; one located in the five-star Melia hotel in Hanoi and the other in Berlin, Germany.

The brand mission is to learn advanced crafts and to source top-level textile companies and artisans from around the world, and transform that into what is quintessentially Vietnamese, in ways that embrace Vietnamese craftsmanship, and design (SIR Tailor Website). SIR Tailor brings to the forefront the concept of quality in their values. While more and more brands churn out products for low prices in an attempt to maximise profit, they limit each month quantity to 35 - 40 suits to maintain the high standards (Tri Thuc Tre News, 2019). Due to the intricacies of the process, a custom suit with SIR Tailor requires multiple fittings and takes about one month to complete which reiterate the message on quality and longevity of products.

Furthermore, SIR Tailor's product offers functionality, as they developed a light, breathable and durable suit construction to adapt to Vietnam's tropical climate (Vietcetera, 2017). Having opened for only six years, SIR Tailor has built a tight-knit customer base consisting of 80% Vietnamese customers. The remaining 20% are foreigners, most of whom are diplomats.

When speaking of the Vietnam market to Tri Thuc Tre News, SIR Tailor Creative Director Phan Anh shares that the biggest challenge is the perception of the customer. He further adds: "Vietnam is not a country with traditionally dressed in suits, the stuff we're wearing are borrowed and we did not have the sense to study in earnest while demand is huge dressed in the context of the country's integration and strong growth" (Tri Thuc Tre, 2019).

The direction of SIR is to serve customers who wish to experience the concept of quality with product knowledge for true quality lies not in the amount the customers spend, but in how the customers understand that the product is to be used and cherished. SIR Tailor CEO Nguyen Thanh Vinh shares: "As customers are increasingly more informed, quality and tailoring are asserting their positions, the price level has a strong trend to grow" (Tri Thuc Tre, 2019). Thus, the market shows signs of embracing quality and innovations, especially in main cities such as HCMC and Hanoi (Vietcetera, 2017).

Source: Saigoneer (2018)

3.2. Case Study - Innovative Values

42 The Hood and The New Playground

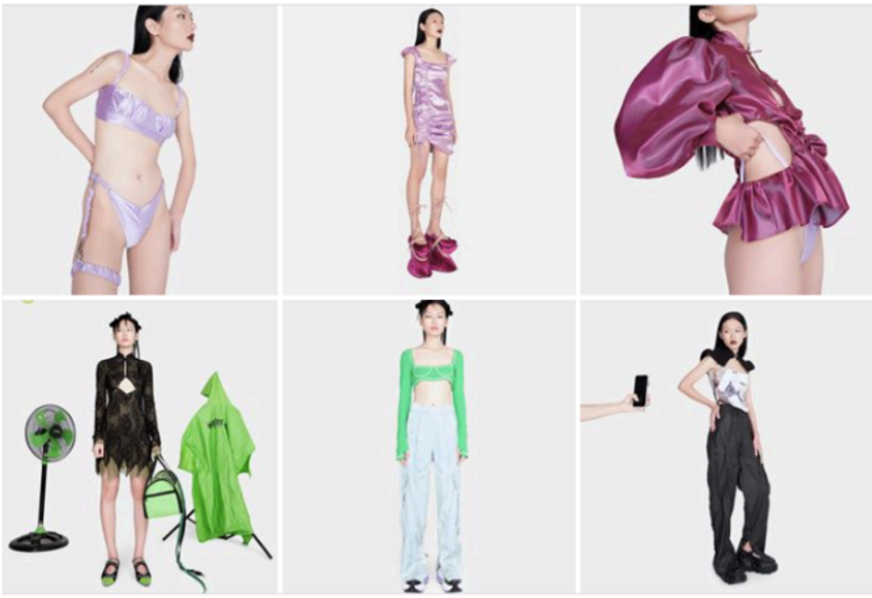
The local fashion scene has become more dynamic in key cities with the leading youth culture group called “42 the Hood" in Saigon, whose members are founders of influential independent brands such as Aeiestudios, AAH Midnight Club, ASPIRIN OFFICIAL, OUTFIX Saigon, etc. The group developed its name after the building address “42 Ton That Thiep”, where they all came together, rented out an entire apartment building, one unit and floor at a time to open their brands. Each of the brands caters to a different style but they share one thing in common: distinct brand identity embracing youth empowerment.

These brands have not only succeeded in the mid-segment but also are competing in the celebrity segment. The garments have been worn in music videos, to events, being styled with pieces from Gucci, Saint Laurent, Louis Vuitton by mainstream celebrities, singers and models in Vietnam such as Chi Pu, Min, Phi Phuong Anh, etc. Ryan Son Hoang, the founding member of 42 The Hood and a 25-year-old entrepreneur shared in an interview with i-D: “We aren’t just selling clothes -- we’re selling inspiration for the community. And young Vietnamese people are slowly learning how to embrace their style” (Dan Q. Dao, 2019). He further successfully established “The New Playground” in Saigon and “The New District” Hanoi, a “concept mall” and a flea market specialising in only local brands, including many of those from 42 The Hood as well as across the nation (The New Playground, 2017). The ideas and aspirations of self-expression inspired by the cohort not only have created a cult following of fashion enthusiasts but also have empowered youth culture across the country.

Source: @42thehood Instagram

AAH Midnight Club

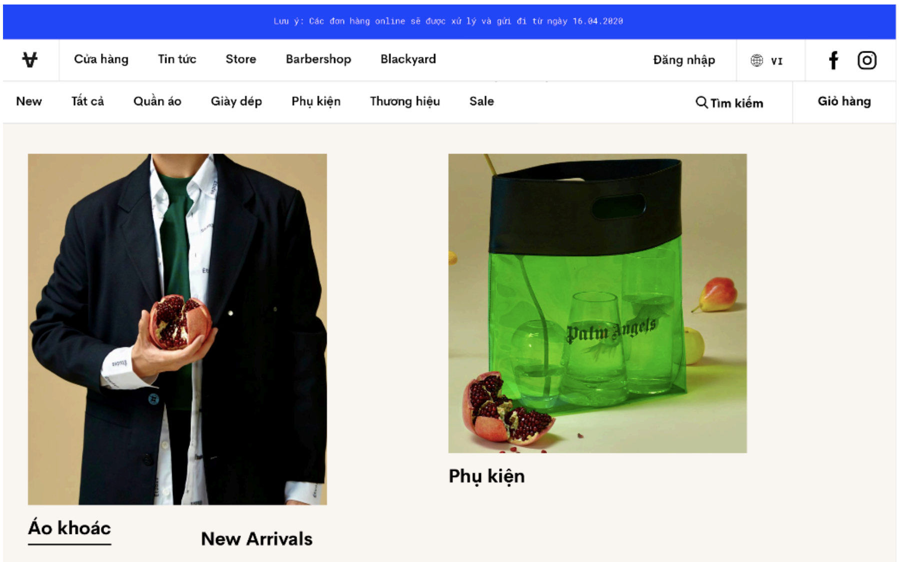
Aeiestudios



Aspirin Official

There VND Then

Founded in October 2019 by two young entrepreneurs Boule Nguyen and Huy Dieu, There VND Then is an avant-garde four-level lifestyle concept store in Saigon centered on stocking high-end streetwear brands. Located in the heart of Saigon's bustling District 1, There VND Then ("VND" stands for Vietnamese currency, the Vietnamese đồng) is also an on-site ice cream parlour, barbershop, a rooftop bar and lounge. The concept of There VND Then caters to those who embrace and answer to Western aesthetics but with their personal twist and aspiration for the clothes. There VND Then's mission is to bridge the gap between Viet youth and the expanding global cultural and fashion scenes accomplished through the multi-concept space for shopping, dining, and grooming (Vietnam Investment Review, 2019).



Source: therevndthen.com/

The retailer offers a diverse range of renowned streetwear brands from around the world from Heron Preston and Common Projects to Yeezy and Thrasher to Gentle Monster and Ader Error. There VND Then concept store is the first of its kind in Vietnam offering the range of international streetwear brands, with few competitors (predominantly individual resellers with upsurge prices) in sight. The long-term vision of the two founders is to place Vietnam on the global map of contemporary urban culture. The concept is further emphasised by its e-commerce website, informing its online consumers on streetwear and high street fashion trends across the globe (There VND Then, 2019).

Source: therevndthen.com

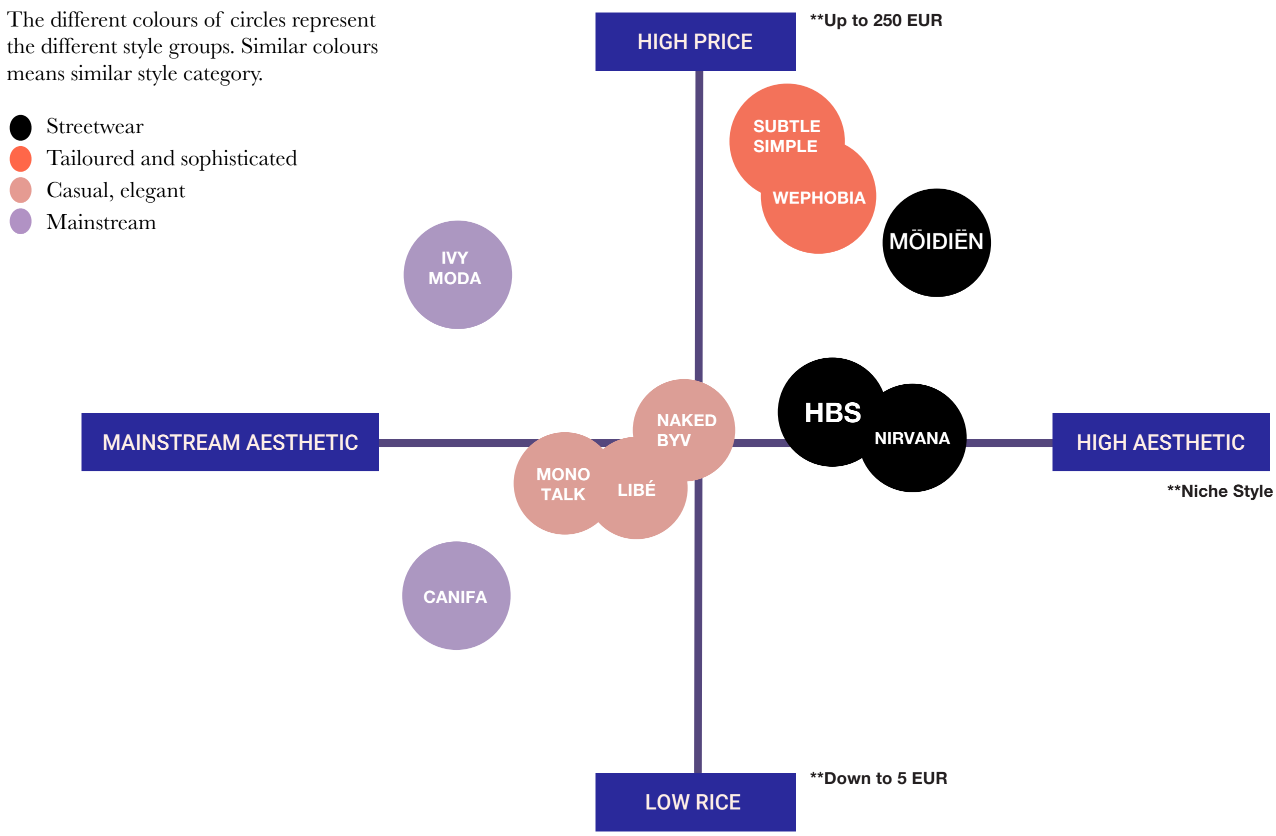
With the understanding of fashion as means for self-expression, a platform to pursue your passion, There VND Then aims to become a cultural hub, echoing Ryan Son Hoang's idea of "not just selling clothes but selling an inspiration for the community" (Dan Q. Dao, 2019). Beyond being Vietnam's first international streetwear retailer, There VND Then also serves as a collaborative space for creative partnerships as they host regular artistic and cultural events that reflect and transform youth culture trends in Saigon (VIR, 2019). Behind the concept, Huy Dieu shared with the Vietnam Investment Review: "There VND Then is not only a retail project to me. Coming back to Vietnam with the idea to be part of this fast-growing country and sharing things that I have learned in the western world played a huge role in my decision." "I'm proud to say that the adventure has just begun. Welcome to the new era," Dieu affirmed (VIR, 2019).

3.3. Case Study - Innovative Aesthetics

Nevertheless, the local fashion scene in Hanoi remains in a polarising state with a small amount and fragmented brands that have distinct brand images (Figure 12). Competing alongside these brands are those that are quick at perpetually copying trends or local shops that are selling unbranded goods. These shops are usually located along the same area and/or shopping streets, allowing bulk consumption as there are a plethora of cheap and low-quality options.

Figure 12 provides an overview of the local brand perception in Hanoi. The leading mid-segment brands that are offering quality such as Wephobia, known for its refined, innovative-detailed, capsule style, or Subtle and Simple, known for the sophisticated, tailored-with-a-twist look. Monotalk is one of the most popular Hanoi-based brands for its easy-to-style, elegant styles and entry-level price. The commercial aesthetic in Hanoi is usually more simple and reserved, which poses the issue of similar brand identity. However, new local brands are providing platforms for consumers to explore a variety of different styles to express their identity which in turn, form brand community as well as consumer tribes around certain brands that have design signature and identity (see Appendix N).

Figure 12. Hanoi Brands Perceptual Map



Nirvana Streetwear

Challenging the status quo is Nirvana Streetwear, a Hanoian genderless streetwear brand that has succeeded nationally for its tongue-in-cheek, creative brand concept and limited collections. *Urbanist Hanoi* Magazine called them "The Punk Badassery, Hanoi's Underground Fashion Rebels." The founder, Phuong Vu, a 24-year-old visual artist, hip-hop dancer, humanitarian started Nirvana Streetwear in 2014.

Located in the capital of Hanoi, Nirvana stands out, bringing chaos and flames into the streetwear landscape. Nirvana recently relocated its store in Hanoi to a bigger location as well as using Facebook as its e-commerce platform. Moreover, over the years, Nirvana has produced various successful drops with cult Hanoian local brands such as ClownZ, BOBUI; which the latter, as Phuong Vu shared in an interview, generated a net revenue of roughly 39,200 EURO on the first day of the drop.

Nirvana Streetwear alternative style appeals tremendously to young consumers, especially those in high school and university in Hanoi as a rebellious response to the strict dress-code during school. The style incorporates dystopian cyberpunk references by embracing technology in its details. Nirvana is notorious for bringing irony and dark elements to positive messages. In the 3-part series and collections "Digital Death," "Apocalypse Now" and "Inside the rabbit hole", Nirvana tells a story of human destruction towards the environment and towards itself and cooperation with future technology as a solution.

When asked about the meaning behind the brand, Phuong Vu shares that it is not a brand they are trying to create, rather a tribe, a community they are trying to develop for those who relate to the style and resonate with the meanings that go with it. Indeed, over the years, Nirvana has supplied its clothes to various high school dance groups for dance competitions, collaborated with various underground, emerging artists, helping to build Hanoi art scene.

Source: Nirvana Streetwear Campaigns

Nirvana Streetwear not only influences the look of streetwear in Hanoi, the brand is changing the digital visual landscape in Vietnam by integrating AI into aspects of its brand visual story. In 2018, Phuong Vu expanded Nirvana by adding its visual partner Antiantiart. Phuong leads a team of 10 young artists who are in charge of each aspect of production. The visual story in Nirvana's graphics, lookbooks and fashion films usually conveys extreme sensations, intentionally overwhelm the audience. Phuong Vu's style has penetrated the mainstream market with his video campaign collaboration for Biti's, the No.1 footwear brand in Vietnam which produces and retails its shoes and owns its prestige through high quality products with 34 years of history.

Source: facebook.com/nirvanastreetwear

3.4. Case Study - Sustainability Landscape

Kilomet109

Pioneering in the realm of sustainability is Kilomet109 founded by Thao Vu in 2012. As a designer, artist and 'eco-entrepreneur,' Thao Vu is the leader among a group of young designers who are playing a role in making Hanoi an emerging creative hub of fashion in Vietnam. 'Kilomet109' is named for the distance in kilometres between Hanoi and the village in Thai Binh province where Thao grew up. The flagship store is located in the quiet West Lake neighbourhood in Hanoi. Kilomet109 also operates as an e-commerce shipping internationally.

Source: https://kilomet109.com/

Thao is on her quest to create sustainable, fashion-forward designs by reviving Vietnamese centuries-old techniques of producing rich dyes for fabrics. In 2009, she started working closely with women from Cao Bang, a remote village in the mountains north of Hanoi. The village has since become the base where she grows and produces natural dyes and fabrics for Kilomet109. The brand's collections are made from nuts, wood, cotton, hemp, fruit. In an interview with CNA for the series 'Remarkable Living,' Thao shared: "Luxury to us means that it's not harmful to the environment. Most of the raw materials, we grow ourselves. We do the weaving, dyeing and designing in-house, so it's a complete cycle."

Her vision for the brand encompasses every detail of the production process. Thao works with her team of local artisans to grow, spin, weave, color and print fabrics which afterwards are hand-stitched in her studio in Hanoi, in doing so she is helping to preserve Vietnam's rich textile heritage. Moreover, the brand does not produce more than about 2,000 pieces per year for retail prices that typically range from $100 to $500. Thao also prefers meeting prospective clients in person to introduce the process. "To make people willing to pay this much," she said, "you have to make people understand the value of the making." The label has primarily grown through word of mouth, and organically on social media and small trunk shows for prospective clients in Hanoi, Washington, and New York.

She drew attention from the national news channel VTV with the headline "Vũ Thảo - The young eco-fashion designer." Her story helped formally introduce the concept of eco-fashion and sustainability on a national level. Nguyen Phuong Thao, who runs the council's arts and creative industries program in Vietnam, in an interview with the New York Times, acknowledged that Kilomet109 designs might not appeal to most mainstream Vietnamese celebrities or style setters. However, its sustainable business model is a pioneering one, especially in a craft sector which is generally viewed merely as a source of low-end products (NYTimes, 2017).

3.5. Conclusion

Consumers are calling and brands are responding, leading to the rise of a new generation of multi-channel direct-to-consumer brands. Viet consumers are acknowledging that alternative styles exist and are starting to explore new styles to present their identity, and beginning to form consumer tribes among certain brands that have strong brand identities (see Appendix N). Providing a variety of different styles means providing diverse outlets and tools for others to express themselves.

The emerging local Vietnamese fashion brands that have successfully acquired recognition in only a few short business years are responding by:

- Communicating a strong brand purpose
- Nurturing communities
- Producing compelling visual content that is in line with brand values.
- Story-telling

The case studies along with the survey prove further that authentic, purpose-driven concepts can have a positive impact on behaviour and society and support business results. Well-established brands such as Canifa, Ivy Moda are holding onto their market share, however, struggle to transform along with the rate of growth within the industry due to the options from e-commerce players as well as international competition.

From the case studies of the market landscape in Vietnam, four main trends are identified:

- The call for quality and craftsmanship
- Fostering consumer tribes through aspirations
- Introduction to sustainability
- Western fashion proving particularly popular with an emerging appreciation for Vietnamese craftsmanship

Although the scale of the analysed brands are still relatively small, the emerging fashion market provides a promising landscape for future fashion entrepreneurs in Vietnam to develop more ambitiously.

Chapter Four

4. Final Conclusion

In the context of macro-economic development in Vietnam and the agile Viet consumers, Vietnam opened a door to new entrepreneurial innovations, which raised the hypothesis that there is a potential for a value-driven, sustainable fashion brand concept. This lead to the following research-question and sub-questions:

"How would a value-driven, sustainable fashion brand concept work in the current developing market of Vietnam?"

1. What are the factors that are driving trends in consumer behaviours in Vietnam due to macro-economic developments?
2. What and how are Vietnamese local brands catering to the market in response to consumer behaviour trends?
3. What are the Vietnamese market's opportunities and threats in relations to changes in economics and social aspects?

The overall consensus is a positive outlook towards the local fashion landscape. Higher relative levels of income drives non-essential spending, high willingness to spend and fashion segment growth are key opportunities that strengthen market potential for Vietnamese local brands.

In addition, consumers today are becoming more aware. They are increasingly eager to shop brands with a strong sense of purpose and storytelling while developing a critical attitude towards false promises of the low-quality offering. They are willing to learn and claiming the quality they deserve. While consumers of young age groups (13-24) remain price-sensitive, the desire for style and quality and comfort still prevail in decision making. Moreover, consumers are on a quest for self-expression against the background of the refined dress-code of Hanoi, there shows a high level of style adoption in Hanoi, Saigon and growing cities. Conversations are bringing up consumption habits as consumers are becoming more discerning of the way they shop. As the aspiration for uniqueness and individual expression grows more prevalent, the consumers are turning to second-hand clothes as an alternative for fast fashion.

How does the market supply to the demand of increasingly conscious consumers with a mindset that is transforming? While there is low level of local brand awareness, it is evident that consumers want a sustainable fashion platform as an outlet and local brands can step up and claim the market gap. There will be further exploration on how to implement the concept while remaining affordable.

4.1 Untapped Opportunities and Threats

Q3. What are the Vietnamese market's opportunities and threats in relations to changes in economics and social aspects?

	OPPORTUNITY	THREAT
Macro	• Stable economic growth • Rising living standards • High urbanisation rate • Increase in disposable income driving non-essential spending. • The rise in income boosts the demand for a more variety of products and product innovations	• Environmental issues (i.e. air pollution, water pollution) • Societal regulations and human rights issues
Meso	• Expanding e-commerce segment • Increasing apparel sales • Skilled workforce • Local sourcing and manufacturing	• Ubiquity of low-price unbranded, counterfeit goods. • Multinational fast fashion competitors. • Low level of brand awareness and trust.
Micro	• Engaged and increasingly socially, environmentally-aware consumers due to increase social media use. • Strong brand purpose, nurturing communities, and producing compelling visual content increase brand success. • Willingness to spend among young adults and adult age groups (18-44). • Fashion as an important factor in daily life.	• Lack of signature designs. • Designs can be counterfeited easily. • Lack of user experience for e-commerce. • Mainly cash-on-delivery payment. (see Appendix O, P)

By examining the current Vietnamese market's opportunities and threats, it can be derived that the market has high potential and is heading for change. Before entering the market, besides environmental threats, it is recommended to take into account socio-cultural implications, assessing according to the Viet consumer's needs and pain points. Moreover, brands should have a clear design and identity, offering inherent values to survive in the fast-fashion dominated market. Derived from the aforementioned conclusion and these opportunities and threats, the next chapter will provide an idea-generation section for strategies and their implications based on the potential of the Viet fashion mid-segment.

Chapter Five

031

Discussion:
Idea-generation and Brand Concepts

5. Idea Generation - Brand Concepts:

This chapter explores the various approaches to establish a new brand concept in response to the Vietnamese market's demand. Based on the conclusions of this research, the suitable strategies for a future business model are identified in this chapter. Each concept will be analysed by pros and cons, and rated on a scale of feasibility and innovation. Each strategy takes into account the Viet consumers' pain points (such as quality, fit on body, design, tropical weather-proof) as well as the sustainable mindset which drives the goal of this research. The aim is to identify and combine the most feasible and innovative approaches as a foundation for developing a new business model.

5.1 *The Age of "Post-Purpose" Brands*

In the *Transformative Twenties* report by the Future Laboratory, the term "post-purpose" is coined to describe the future of brands as consumers start to challenge hypocrisy of brands in terms of marketing, product and brand behaviour. At the same time, a generation of entrepreneurial activists are becoming workers, shareholders and board leaders are transforming the market, cultivating cultural innovations, and holding brands accountable (The Future Laboratory, 2020). According to the WGSN Sustainability Category Guide "To survive in today's retail climate, brands must innovate and seek out ways to make a positive impact", cultivate transparency and working to end overconsumption. (WGSN, 2020)

Therefore, the future business model needs:

- Not only purpose but also real impact.
- Quality is fundamental.
- Sustainability not only communicated as a value but also inherent in the business model.

5.2 *Value-Driven Brand Concepts*

As trends come and go, what remains between the brands and the consumers is shared value. As evident in previous chapters, brands with strong purpose and value-driven are able to gain long-term consumer trust that evolves into engaged brand communities, which open up growth avenues and revenue streams. With a close focus on the idea of value-driven brand, the following concepts are being further researched:

5.2.1 Functional Wear:

- Description: Taking the functional features from sportswear and combining it with contemporary styling, bridging innovative design and tailoring with functions that fit the Vietnamese consumers. For example: innovative pockets, waterproof, odour-repellent qualities, etc. This strategy caters a youthful approach to nine to five dressing will emerge as younger consumers who have grown up with streetwear enter the workforce and embrace contemporary tailoring.
- Pros:
  - Pioneer in the segment
  - Fitting to the tropical weather of Vietnam
  - Solving consumers pain points
  - High added value to wearer
- Cons:
  - The cost price for specialised textiles can be expensive
  - Specialised knowledge required of manufacturer
- Feasibility scale: 8/10
- Innovation scale: 8/10

5.2.2 Capsule Wardrobe

- Description: Build a capsule wardrobe featuring the condensed version of the wearer's vision therefore transcends seasons and trends by being staples while maintaining individuality appeal. Often focus on construction and delivering key looks (BoF).
- Pros:
  - Deeper development in-depth of garments, higher quality products.
  - Reduced levels of inventory
  - Reduced material consumption and loss.
  - Lengthen the lifespan of products.
- Cons
  - Limited style range.
  - Might be difficult to update trends.
- Feasibility scale: 9/10
- Innovation scale: 6.5/10

5.2.3 Modular Design

- Description: Modular design is a kind of design mode that not only can made clothing more interesting, makes the wearer can participate in choices, increase the possibility of clothing style .but also can extend the service cycle of clothing (Meng-Mi Li, Ying Chen, Ye Wang, 2018). Offers multi-wear, multi-functional styles. For example: Detachable face-mask.
- Pros:
  - Minimises production quantities.
  - In-depth of product development resulting in higher quality products.
  - Reduced levels of inventory
  - Reduced material consumption and loss.
  - Increases cost-efficiency.
- Cons:
  - Limited style range.
- Feasibility scale: 7/10
- Innovation scale: 7/10

5.2.4 Redefining Collections

- Description: Unfollow the traditional fashion calendar. For example: Develop core collections of limited 5 to 8 pieces launched every three month; dropping limited collections, etc.
- Pros:
  - Minimises production quantities.
  - In-depth of product development resulting in higher quality products.
  - Reduced levels of inventory
  - Reduced material consumption and loss.
  - Increases cost-efficiency.
- Cons:
  - Limited style range.
  - Long wait between drops may influence customer loyalty.
- Feasibility scale: 10/10
- Innovation scale: 6/10

5.2.5 Eco-conscious Textile and Dye

- Description: Ecologically produced textiles such as TENCEL®, branded lyocell fibres, from the house of Lenzing. Using 100% natural dyes such as EarthColors, Archroma's patented new method of creating warm ternary shades from nature. These high performance dyes are synthesized from agricultural waste. EarthColors dyes are fully traceable – from natural waste material to store (Archroma 2017).

- Pros:
  - In line with sustainability concept
  - Quality, unique offering
  - Added-value for consumers
- Cons:
  - Fabric cost price per meter might be higher.
  - Might have to outsource specialised textiles.
- Feasibility scale: 8/10
- Innovation scale: 7/10

5.2.6 Up-cycling/Remake

- Description: Buying less and buying better will be at the forefront of consumers' minds. But what about all of the stuff we already have? Up-cycling allows products and textiles a new life by restoring to like-new condition for sale after being cleaned and inspected, then repaired and finished.

- Pros:
- Minimises production quantities.
- In-depth of product development resulting in higher quality products.
- Reduced levels of inventory
- Reduced material consumption and loss.
- Increases cost-efficiency.
- Cons:
- Limited style range.
- Time-consuming.
- Feasibility scale: 7/10
- Innovation scale: 6.5/10

5.3 Conclusions

	Feasability	Innovation	Possible Implications
Functional Wear	8	8	Require high level of understanding of body construction. Further research on functional garment details as well as smart textile needed.
Capsule Wardrobe	9	6.5	High attention on product quality and fit and uniqueness of design.
Modular Design	7	7	Require high level of understanding of garment construction and functions.
Redefining Collections	10	6	Requires constant communications and interactions to retain customer loyalty and increase brand awareness.
Eco-conscious Textile	8	7	Require specific suppliers which might result in higher prices. Further research on sustainable textile needed.
Upcycling	7	6.5	Require good resources. No flexibility of prints or quality. Require time.

Thank you
for reading.

Reference List

Bazeley, Pat and Jackson, K. (2013). Qualitative Data Analysis with NVivo Second Edition. Retrieved from www.methodspace.com

BMI Research. (2017). Competitive Landscape-Vietnam-Q3 2017.

BoF. (2020). The State of Fashion 2020 Report: In Troubled Times, Fortune Favours the Bold. Retrieved from https://www.businessoffashion.com/articles/intelligence/the-state-of-fashion-2020-bof-mckinsey-report-release-download

British Business Group Vietnam. (2017, September 27). VIETNAM - 2017 RETAIL/FASHION. Retrieved from https://bbgv.org/wp-content/uploads/2017/09/Sector-Brief-Fashion-Retail-in-Vietnam.pdf

Central Intelligence Agency. The World Factbook Retrieved from https://www.cia.gov/library/publications/the-world-factbook/fields/2010.html

Dan Q.Dao. (2019). Meet the young people shaping the future of Vietnamese fashion - i-D. Retrieved from https://i-d.vice.com/en_uk/article/7x5zay/vietnamese-fashion-designers-there-and-then-cong-tri

Deloitte. (2019, February). Retail in Vietnam Navigating the digital retail landscape. Retrieved from https://www2.deloitte.com/content/dam/Deloitte/vn/Documents/consumer-business/vn-cb-vietnam-consumer-retail-2019.pdf

Doan, E. Z. (2019, August 26). Vietnam: number of internet users 2023. Retrieved from https://www.statista.com/statistics/369732/internet-users-vietnam/

Doan, E. Z. (2019). E-commerce in Vietnam. Retrieved from https://www-statista-com.rps.hva.nl:2443/study/63723/e-commerce-in-vietnam/

Duy Anh. (2020). Thời trang ngoại đổ bộ, thương hiệu trong nước lo thị phần. Retrieved from https://vietnamnet.vn/vn/kinh-doanh/thi-truong/thoi-trang-ngoai-do-bo-thuong-hieu-trong-nuoc-lo-thi-phan-622154.html

Euromonitor International. (2014). Womenswear in Vietnam (Issue May).

Euromonitor International. (2020). Apparel and Footwear in Vietnam (Country Report).

Euromonitor. (2019, March 13). Menswear Vietnam. Retrieved from https://www.marketresearch.com/Euromonitor-International-v746/Menswear-Vietnam-12289809/

HSBC Australia. (2016). ASEAN Connected Final Feport. Retrieved from http://static1.vietstock.vn/edocs/5372/ASEAN_Connected_Report_HSBC.pdf

Human Rights Watch. (2019). World Report 2019: Vietnam. https://www.hrw.org/world-report/2019/country-chapters/vietnam

Ives, M. (2017). A Vietnamese Designer Tweaks Traditional Fabric Production. https://www.nytimes.com/2017/12/05/fashion/craftsmanship-fashion-vietnam-kilomet100.html

Jennings, R. (2019, November 14). As Air Pollution Worsens In Vietnam, Electric Vehicles Begin To Gain A Foothold. Retrieved from https://www.forbes.com/sites/ralphjennings/2019/11/14/as-air-pollution-worsens-in-vietnam-electric-vehicles-begin-to-gain-a-foothold/#65ff81a5252e

Kilomet 109. (n.d.). Retrieved April 1, 2020, from https://kilomet109.com/sustainable-fashion-brand-kilomet109/

Kim Anh. (2018). Fast fashion set to transform market. https://www.vir.com.vn/fast-fashion-set-to-transform-market-62517.html

Le, H. (2019, November 13). Foreign brands eager to enter booming fashion market - VnExpress International. Retrieved from https://e.vnexpress.net/news/business/industries/foreign-brands-eager-to-enter-booming-fashion-market-4009814.html

Linh, N. P. (2019). The Punk Badassery of Antiantiart, Hanoi's Underground Fashion Rebels - Urbanist Hanoi. https://urbanisthanoi.com/hanoi-art/15143-the-punk-badassery-of-antiantiart,-hanoi-s-underground-fashion-rebels?fbclid=IwAR0sv9PEU-tVcn8EaX35vxIPlx_mi0FoFRlIiaEHAVRF-mgg4-tXdCuctEo

Long&Short. (2019). Phương Vũ: "Tất cả những việc tớ làm đều không nghĩ gì nhiều." http://longandshort.vn/interview-directory/phuongvu/

Li, M., Chen, Y., Wang, Y. (2018). Modular Design in Fashion Industry, Journal of Arts & Humanities, 7(3), 27-32.

Mah, K. (2019, July 18). An Introduction to Vietnam's Import and Export Industries. Retrieved from https://www.vietnam-briefing.com/news/introduction-vietnams-export-import-industries.html/

Nayak, R., Akbari, M., & Maleki Far, S. (2019). Recent sustainable trends in Vietnam's fashion supply chain. Journal of Cleaner Production, 225, 291–303. https://doi.org/10.1016/j.jclepro.2019.03.239

Nguyễn, H. (2015). The Influence of Attitudes Toward Ecological Fashion, Green Trust, Perceived Behavioral and Self Enhancement On Young Vietnamese Consumers' Ecological Purchase Intention. Retrieved from https://www.researchgate.net/profile/Hong_Nguyen79/publication/317358011_The_Influence_of_Attitudes_Toward_Ecological_Fashion_Green_Trust_Perceived_Behavioral_and_Self_Enhancement_On_Young_Vietnamese_Consumers'_E

Oecd Development. (2018). Economic Outlook for Southeast Asia, China and India 2019. Retrieved from https://www.oecd.org/development/asia-pacific/01_SAEO2019_Overview_WEB.pdf

PHS. (2019). Growth opportunity of Vietnam textiles still continues in 2019. https://www.phs.vn/data/research/PDF_Files/analysis_report/en/20190401/Textiles-20190330-E.pdf

Retailnews Asia. (2019, June 11). Zara Posts Dramatic Growth in Vietnam. Retrieved from https://www.retailnews.asia/zara-posts-dramatic-growth-in-vietnam/

Saigoneer. (2018). Classic Italian Suits Adapted for Contemporary Businessmen in Vietnam's Tropical Climate. https://saigoneer.com/sponsored-listings/13729-classic-italian-suits-adapted-for-contemporary-businessmen-in-vietnam's-tropical-climate

SIR Tailor. Retrieved March 30, 2020, from https://www.sirtailor.com.vn

SSSTUTTER. Retrieved March 30, 2020, from https://ssstutter.com/

Statista Market Forecast. (2020). Fashion - Vietnam. https://www.statista.com/outlook/244/127/fashion/vietnam#market-arpu

Statista. Fashion - Vietnam: Market Forecast. Retrieved from https://www.statista.com/outlook/244/127/fashion/vietnam#market-age

The Future Laboratory. (2020). The Transformative Twenties: Macrotrend Reports Collection. Retrieved from https://www.thefuturelaboratory.com/reports/macrotrends/the-transformative-twenties

The New Playground. (2017). Facebook Page. Retrieved from https://www.facebook.com/Thenewplayground.vn/
There VND Then | Concept store in the heart of Saigon. Retrieved March 30, 2020, from https://therevndthen.com/

There VND Then opens a new era of lifestyle and fashion in Vietnam. (2019, November 8). Retrieved from https://www.vir.com.vn/there-vnd-then-opens-a-new-era-of-lifestyle-and-fashion-in-vietnam-71753.html

Trung, T., & Tri Thuc Tre. (2019, September 13). Bí quyết của SIR Tailor: Mỗi tháng may không quá 35-40 bộ suit để giữ chất lượng, mở showroom tại Đức và bắt tay với người khổng lồ Patek Philippe tại Thái Lan. Retrieved from http://cafef.vn/bi-quyet-cua-sir-tailor-moi-thang-may-khong-qua-35-40-bo-suit-de-giu-chat-luong-mo-showroom-tai-duc-va-bat-tay-voi-nguoi-khong-lo-patek-philippe-tai-thai-lan-2019091209355725.chn

Vietnam Demographics 2020 (Population, Age, Sex, Trends) - Worldometer. (n.d.). Retrieved March 30, 2020, from https://www.worldometers.info/demographics/vietnam-demographics/

Vietnam GDP - Worldometer. (n.d.). Retrieved March 30, 2020, from https://www.worldometers.info/gdp/vietnam-gdp/

Vietnamnet.vn. (2019, February 23). Retrieved from https://english.vietnamnet.vn/fms/society/218251/vietnam-s-urbanization-rate-in-2019-to-reach-40-.html

Worldbank. (2019, October 18). Vietnam Overview. Retrieved from https://www.worldbank.org/en/country/vietnam/overview

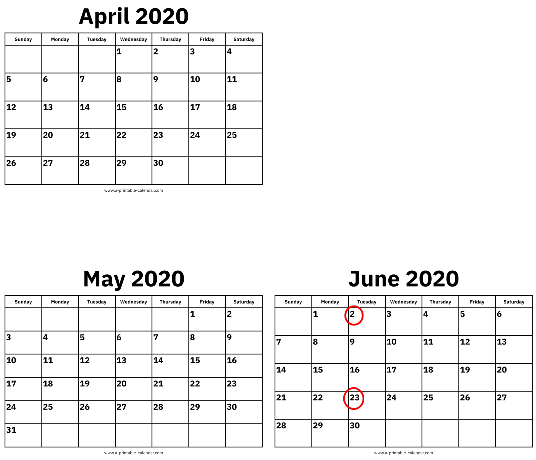
Yeo, Jimmy. (2018, January 24). Insights on the fashion industry in Vietnam [market analysis]. Retrieved from https://aseanup.com/insights-fashion-industry-vietnam/

Appendix

A

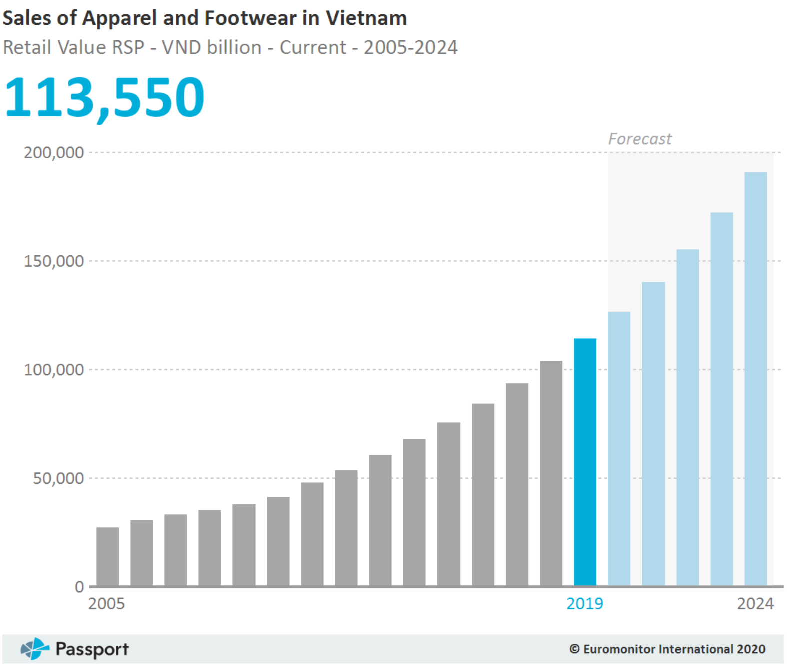
Project Schedule and Calendar

	Tasks	Specifics	Date	Deadline
			Countdown	36
Final Product	Brand Book	- Value Board, Moodboard, Brand Identity	15/4 - 1/5	Tuesday, June 2nd, 2020 - Completed version of all products for Green/Red Check
	Business Plan/Collection Plan?	- BMC, Consumer Research, Empathy Map	1/5 - 12/5	
		Capsule Collection, Fabric, Range Plan	12/5 - 24/5	
Research Report	All Research	- Updated research report. Add brand research report. Add appendices as processbook	24/5 - 31/5	
Processbook	Data		1/6	
Final Thesis Products	Finalised Research Report & Process Book and Product			Tuesday, June 23rd, 2020 - Final version
Expo				29 June, 30 June, 2 July & 3 July



B

C



Appendix

D

Brand Shares of Apparel and Footwear in Vietnam

% Share (LBN) - Retail Value RSP - 2019

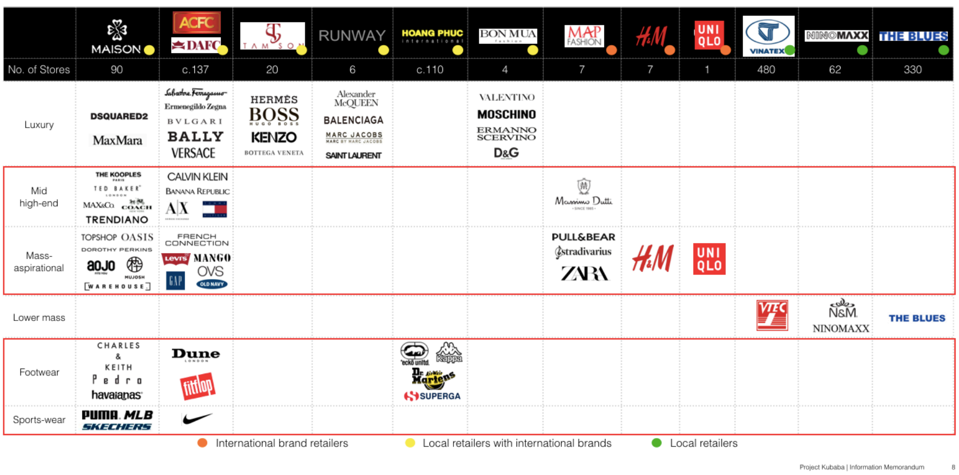
Zara	2.0%	▲
H&M	1.3%	▲
Blue Exchange	1.2%	▲
Biti's	1.0%	▲
adidas	0.9%	▲
Viet Tien	0.8%	▼
An Phuoc	0.6%	▲
Ninomaxx	0.5%	▼
Nike	0.2%	▲
G2000	0.2%	▼
Gap	0.2%	▼

Source: (Euromonitor, 2020)

E

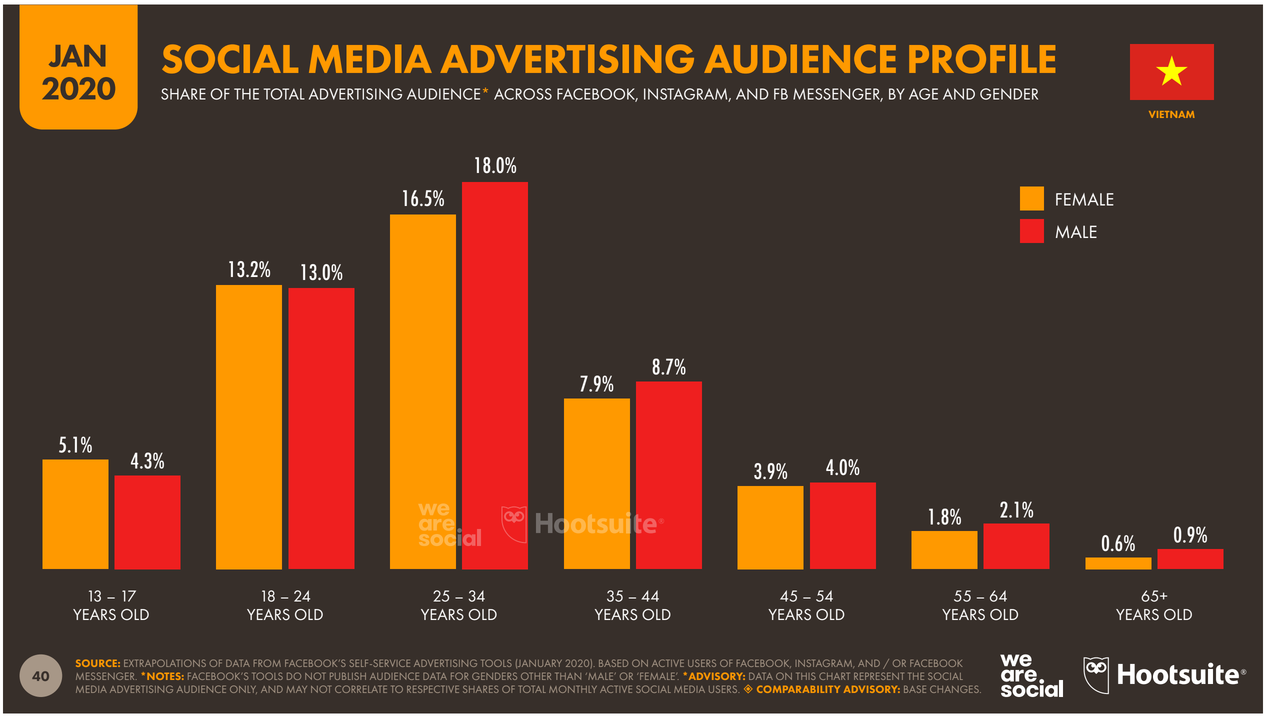
Fashion retail competitive landscape in Vietnam

Kubaba is the segment category leader in the key growing fashion segments in Vietnam.



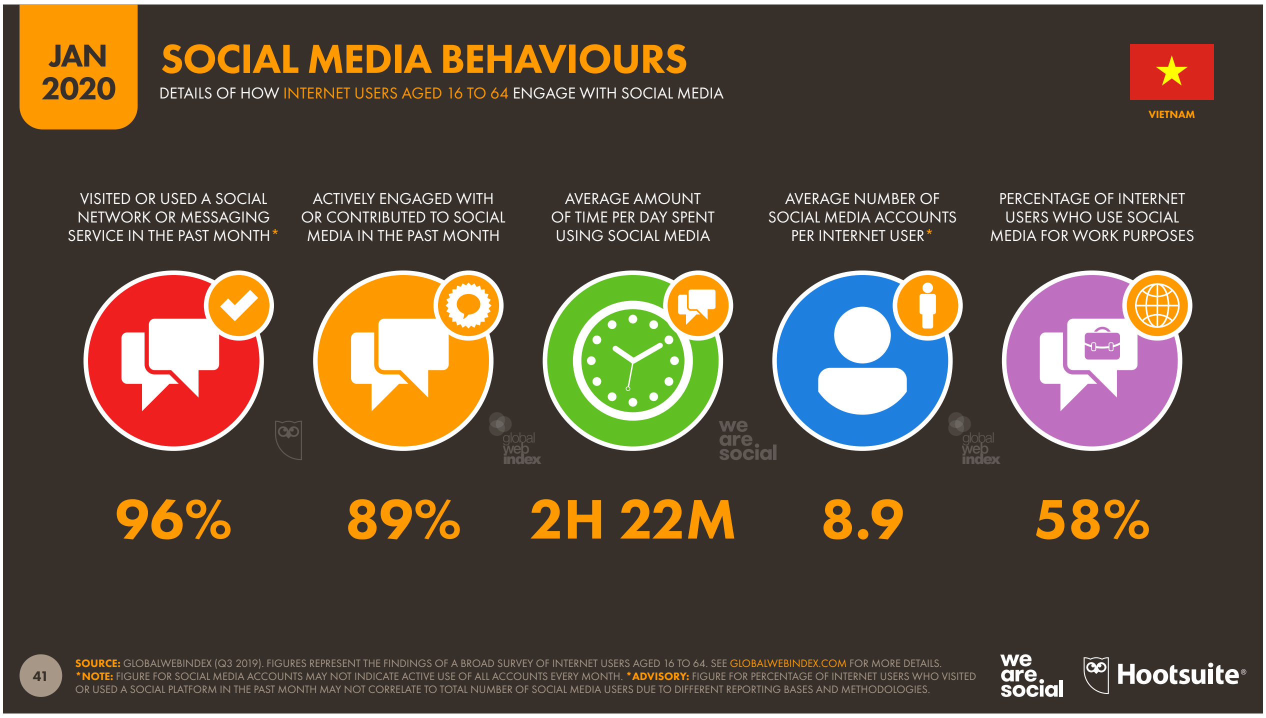
Appendix

F



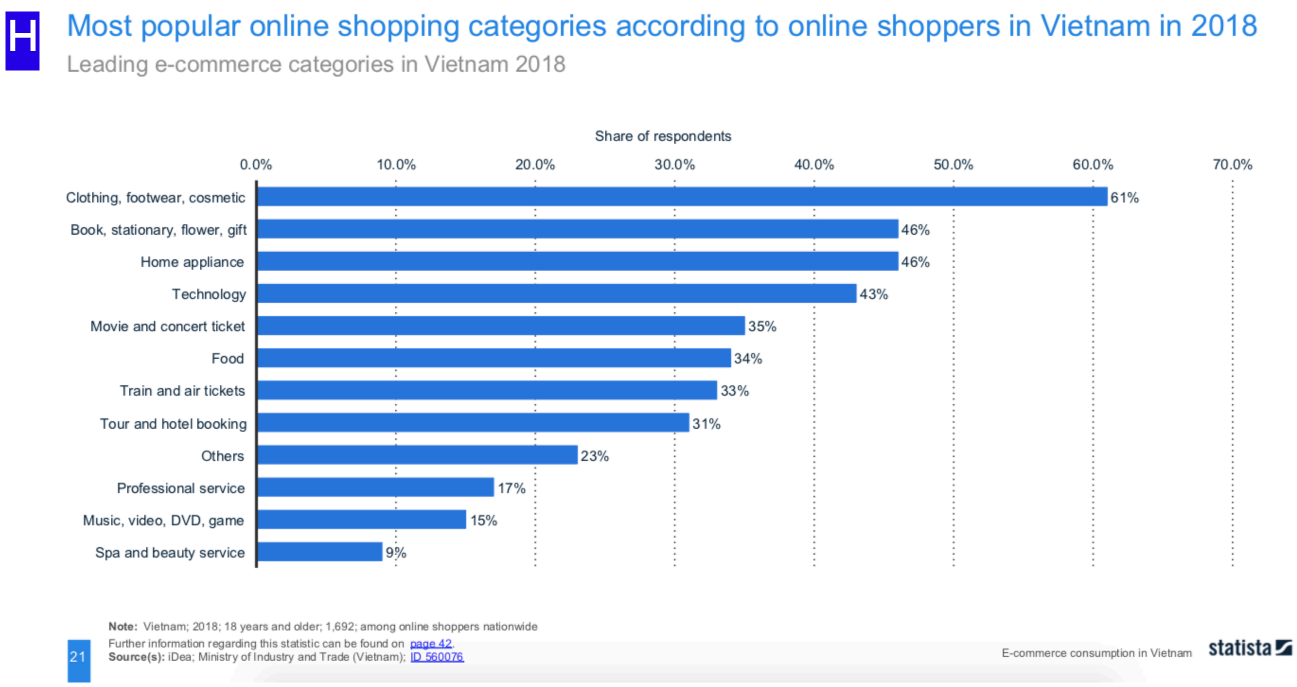
JAN 2020
SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE
SHARE OF THE TOTAL ADVERTISING AUDIENCE* ACROSS FACEBOOK, INSTAGRAM, AND FB MESSENGER, BY AGE AND GENDER
VIETNAM
FEMALE
MALE
5.1%
4.3%
13.2%
13.0%
16.5%
18.0%
7.9%
8.7%
3.9%
4.0%
1.8%
2.1%
0.6%
0.9%
13 – 17 YEARS OLD
18 – 24 YEARS OLD
25 – 34 YEARS OLD
35 – 44 YEARS OLD
45 – 54 YEARS OLD
55 – 64 YEARS OLD
65+ YEARS OLD
40
SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). BASED ON ACTIVE USERS OF FACEBOOK, INSTAGRAM, AND / OR FACEBOOK MESSENGER. *NOTES: FACEBOOK'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. *ADVISORY: DATA ON THIS CHART REPRESENT THE SOCIAL MEDIA ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE TO RESPECTIVE SHARES OF TOTAL MONTHLY ACTIVE SOCIAL MEDIA USERS. ◈ COMPARABILITY ADVISORY: BASE CHANGES.
we are social
Hootsuite

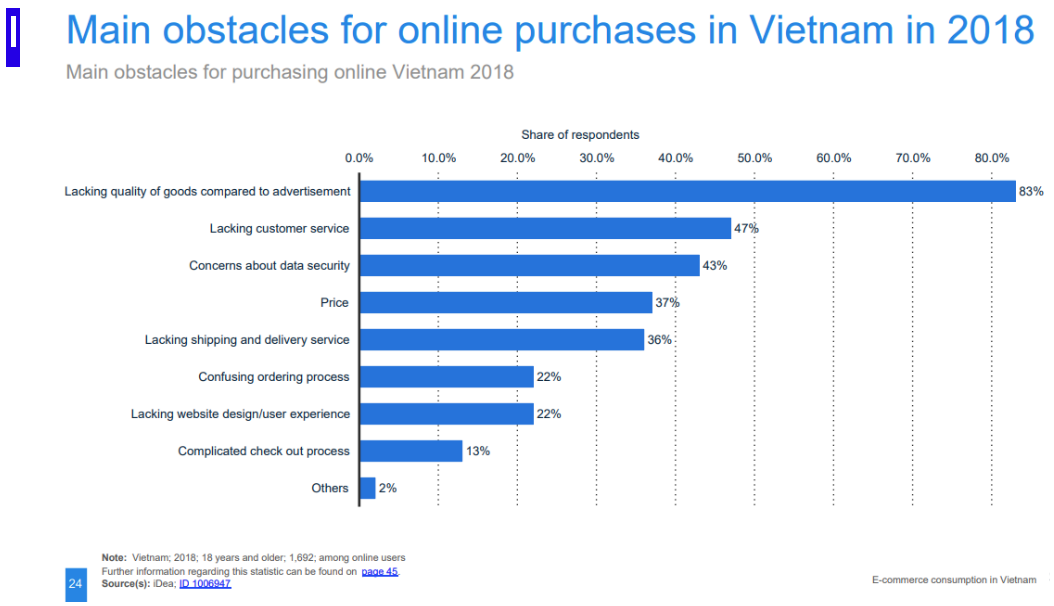
G



JAN 2020
SOCIAL MEDIA BEHAVIOURS
DETAILS OF HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA
VIETNAM
VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH*
ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH
AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA
AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*
PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES
96%
89%
2H 22M
8.9
58%
41
SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. *NOTE: FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH. *ADVISORY: FIGURE FOR PERCENTAGE OF INTERNET USERS WHO VISITED OR USED A SOCIAL PLATFORM IN THE PAST MONTH MAY NOT CORRELATE TO TOTAL NUMBER OF SOCIAL MEDIA USERS DUE TO DIFFERENT REPORTING BASES AND METHODOLOGIES.
we are social
Hootsuite

Appendix

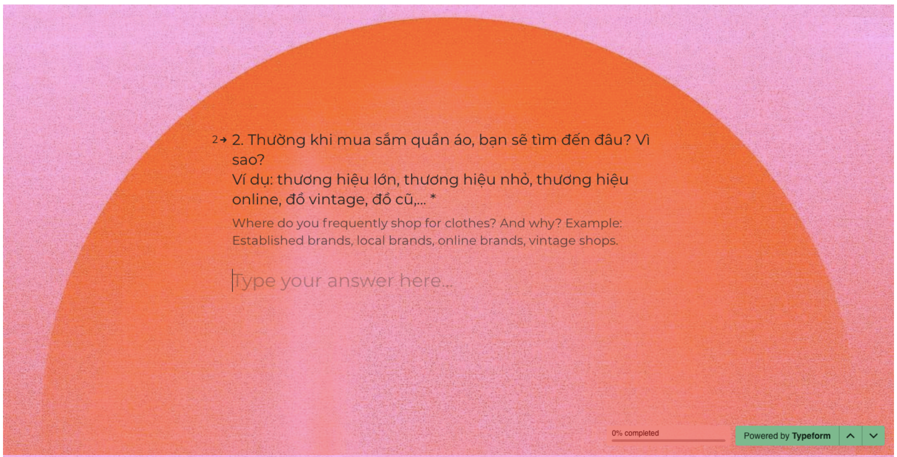


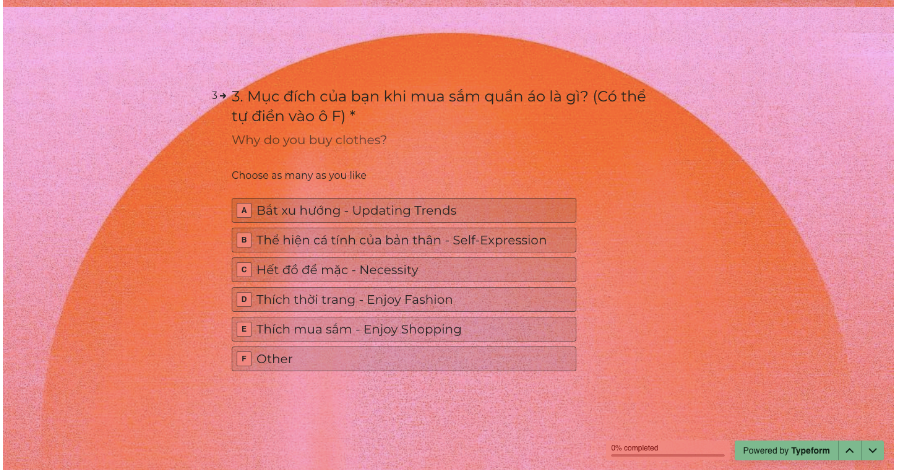


Source: (Deloitte, 2019)

Appendix

J Online survey created on Typeform





K Sample survey answers

Vietnam Fashion Survey 2020

Age	Shopping Place	Why Buy	Priority	Price Range	Sustainable Fashion	Favourite Brands
18 - 24	Thương hiệu nhỏ - đồ vintage . Lý do mình chọn là vì mình là sinh viên nên khả năng chi trả của mình chỉ giới hạn phạm vi trong những shop đó . Thứ 2 là style của mình không đòi hỏi quá nhiều đồ đắt tiền , chỉ cần thể hiện được style của mình là đủ . Những món đồ đó mình có thể tìm thấy ở những shop đó nên mình tạm thời chưa có nhu cầu đến những thương hiệu lớn . Tất nhiên mình vẫn thích các thương hiệu lớn và rất muốn thử đồ của họ nhưng có lẽ phải đợi kinh tế của n thân có thể vững chắc hơn .	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion, Thích mua sắm - Enjoy Shopping, Bắt xu hướng - Updating Trends	Phong cách	500K - 1 triệu/lần mua	Mình từng nghe về thời trang bền vững rồi và hiện tại mình chưa pick được món mình thích nên mình chưa có trong tủ. Mình thích tái chế lại quần áo cũ , thiết kế lại chúng và biến chúng trở lên đặc sắc hơn thay vì mua thêm đồ mới.	Nirvana streetwear AEIE LA LUNE AAH
18 - 24	Vintage shops	Hết đồ để mặc - Necessity, ↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion	price	500K - 1 triệu/lần mua	yeah i have the internet	None
18 - 24	Cửa hàng thiết kế, thương hiệu nhỏ	Thích thời trang - Enjoy Fashion	sự thoải mái và phù hợp với phong cacshm giá tiền cũng là một yếu tố	Dưới 500K/lần mua	Chưa từng	Daisy
18 - 24	Local brandz	↔Thể hiện cá tính của bản thân - Self-Expression	Sự thoải mái và thời thượng	500K - 1 triệu/lần mua	Chưaa và muốn đc Linh khai sáng □	H2T
18 - 24	Local brands to support them + established	↔Thể hiện cá tính của bản thân - Self-Expression	Style, fabric quality, functionality	Không quan trọng. Sẵn sàng mua nếu món đồ đó đáng. - Willing to pay if the product is worth the price.	Yes! Because they will last longer and are better for the environment :)	Moi Dien, The Beuter
18 - 24	Đủ các thể loại, thường là brand tầm thấp và trung bình. Mình dùng cả depop và mua từ các hàng ethical/vintage nữa	Thích mua sắm - Enjoy Shopping, ↔Thể hiện cá tính của bản thân - Self-Expression, Hết đồ để mặc - Necessity	Giá tiền rùi tới phong cách và sự thoải mái	Tầm £30-£50	Có, rất muốn hướng tới sustainable brand và cũng đã từng mua ở một số brand/second-hand vì quan tâm tới môi trường và muốn đóng góp ít nhiều	None
18 - 24	online + vintage	mình không mua quần áo mấy lol	style -> price -> quality	1 triệu - 3 triệu/lần mua	chưa mua sustainable nhưng có biết concept này và quan tâm. also ít mua fast fashion	Hanosimex áo may ô rất thích
18 - 24	i browse instagram to find pieces i like. mostly they are from local brands bc the price is affordable and sometimes i'd go to the vintage market	Thích thời trang - Enjoy Fashion, Thích mua sắm - Enjoy Shopping, Hết đồ để mặc - Necessity, Bắt xu hướng - Updating Trends	price and style	500K - 1 triệu/lần mua	i always hear about it but unfortunately haven't bought any item because 1. there are not many sustainable brands in vietnam. 2. i only know one brand but the price is wayyy too much and the pieces are not my style	aeie, subtle studios, libe (only essentials i dont buy much from them bc they are fast fashion), kindacool
18 - 24	Local brands ans online brands	↔Thể hiện cá tính của bản thân - Self-Expression, Bắt xu hướng - Updating Trends, Thích thời trang - Enjoy Fashion, Thích mua sắm - Enjoy Shopping	Fashion and price	Dưới 500K/lần mua	No because Imm not sure about it	its airspace,
18 - 24	student brands, thrift shops, ebay secondhand clothes..	Bắt xu hướng - Updating Trends, ↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion	comfort and fit to personal style	Trên 3 triệu/lần mua	Yes, because sustainable fashion clothings last longer and can be stylized into something else	None
18 - 24	I mostly choose the local brand and online brands	Thích thời trang - Enjoy Fashion, ↔Thể hiện cá tính của bản thân - Self-Expression	The price goes with the quality, i never afraid to buy a good one	500K - 1 triệu/lần mua	I've always love the thrift shop. It's kind of a way to recycle.	None
18 - 24	mình chủ yếu mua đò vintage và đi thrift	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion	sự thoải mái, chất liệu độ bền, form dáng. và đặc biệt kphai là spham của brand fast fashion	Không quan trọng. Sẵn sàng mua nếu món đồ đó đáng. - Willing to pay if the product is worth the price.	Mình chưa mua được nhiều do ở việt nam cũng chưa phổ biến và chi phí sp cao. Nhưng mình có hỗ trợ môi trường bằng cách bỏ tiền mua đồ chất liệu tốt mặc được lâu, hay mua đồ 2ndhand và hạn chế mua đồ nếu không cần.	None
18 - 24	đồ cũ vì mình có thể lựa được vài thứ còn mới và giá cả cũng reasonable	↔Thể hiện cá tính của bản thân - Self-Expression, Hết đồ để mặc - Necessity	Khi mua đồ mình ưu tiên sự thoải mái và giá cả phải phù hợp với túi tiền	Dưới 500K/lần mua	Đây là lần đầu tiên mình biết tới khái niệm này. Mình không biết là mình đã mua sustainable fashion lần nào chưa, kiểu mình không biết có một quầy hàng nào riêng biệt cho những món đồ này không.	Gori, BOO, Ceci Cela
18 - 24	Các cửa hiệu vừa và nhỏ của Việt Nam, vì giá thành phù hợp với thu nhập. Một số nơi bán lại quần áo hàng hiệu gia công lỗi, giá rẻ và chất lượng cũng rất tốt.	↔Thể hiện cá tính của bản thân - Self-Expression, Hết đồ để mặc - Necessity	Chất liệu vải và khả năng phối với nhiều loại trang phục khác nhau	Dưới 500K/lần mua	Có, vì bản thân mình học Sustainable Development, nên mình hiểu tầm quan trọng của lối sống bền vững cho môi trường và xã hội tương lai. Mình cũng hướng đến việc mặc đủ và mặc bền.	Trước đây là Mono Talks, nhưng thời gian gần đây mình thấy đồ của Mono Talks mất chất nhiều, dường như đi theo hướng công sở và khó phối hơn. Mình không còn ở Việt Nam nên không rõ chất liệu còn được như trước không.
18 - 24	Thương hiệu online và các shop secondhand	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion, Hết đồ để mặc - Necessity	Thoải mái, mặc được trong nhiều hoàn cảnh, hợp thời trang	Không quan trọng. Sẵn sàng mua nếu món đồ đó đáng. - Willing to pay if the product is worth the price.	Mình có nghe và đã mua sản phẩm dòng thời trang này	None

Vietnam Fashion Survey 2020

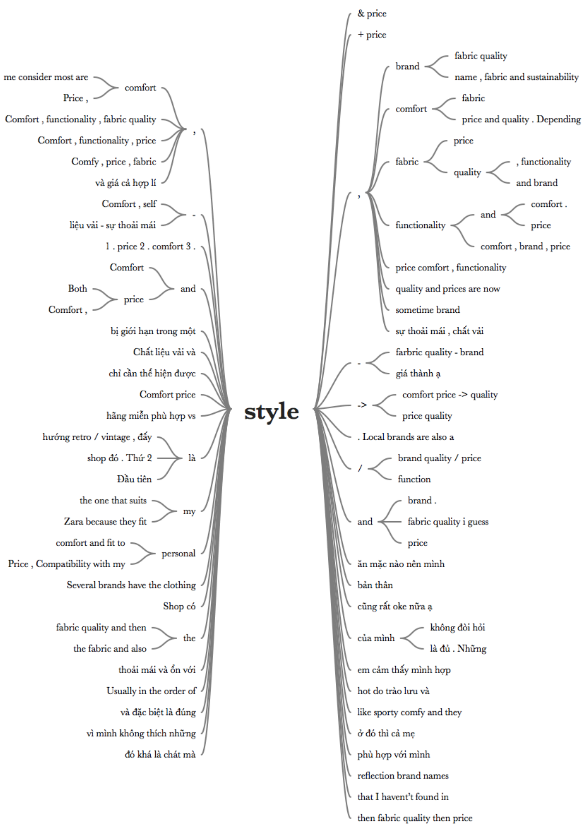
Age	Shopping Place	Why Buy	Priority	Price Range	Sustainable Fashion	Favourite Brands
18 - 24	Local brands	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion	Phong cách, chất liệu vải, kiểu dáng	1 triệu - 3 triệu/lần mua	Có, vì sustainable fashion là những dòng đem lại cho mình rất nhiều sự thoải mái, tự tin, có thể mặc thường xuyên và hoàn toàn có thể tái sử dụng cho người khác. Những thương hiệu cho ra những mẫu sustainable fashion cũng rất chú trọng về mặt chất liệu thân thiện với môi trường.	Bloomode, Highcut, Errorist
18 - 24	Chắc là sẽ mua brand e yêu thích. Nhưng mà thường thì e hay chủ động mua đồ 2hand ạ. Tại e muốn bảo vệ môi trường, hạn chế thải đồ cũ ra bên ngoài. Nên nếu món đồ e thích k thể mua 2hand được thì mới mua của thương hiệu lớn	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion	Chắc là sẽ ưu tiên chất liệu vải, chủ yếu là chọn vải có thể tái chế, mát mẻ dễ chịu, k có hại cho môi trường hay thiên nhiên. Tiếp theo thì sẽ chọn theo kiểu dáng và phong cách, theo ý của em ạ.	500K - 1 triệu/lần mua	Có. E thường xuyên tìm hiểu về sustainable, k chỉ riêng về khía cạnh thời trang, vì đó là cách duy nhất, hiệu quả nhất (đối với em) để làm giảm thiểu tác động xấu của con người với môi trường. Đây là lý do e thường hay chú trọng mua đồ " sustainable fabrics" . Bởi vì ngành thời trang đc coi là để lại nhiều hệ luỵ nhiều hơn hẳn những ngành khác, và chúng ta nên có trách nhiệm bảo vệ môi trường sống của chúng ta, từ những thói quen hằng ngày như ăn, mặc.	Ailuros
18 - 24	Online, local brands	↔Thể hiện cá tính của bản thân - Self-Expression, Bắt xu hướng - Updating Trends, Thích thời trang - Enjoy Fashion	Style -> comfort -> price -> quality	500K - 1 triệu/lần mua	Yes	Numbers
18 - 24	Những platform trung gian về mua bán, ex:Grailed. Hoặc mua lại từ người quen, bởi sẽ khá khó khăn nếu tìm những món đồ vintage của những brand như UNDERCOVER, TheSoloist, Raf Simons, JunyaWatanabe tại các thriftshop ở Việt Nam.,	Thích thời trang - Enjoy Fashion	Design first. Sau đó sẽ là chất liệu và một chút yếu tố thương hiệu	Không quan trọng. Sẵn sàng mua nếu món đồ đó đáng. - Willing to pay if the product is worth the price.	Thời trang bền vững tốt cho eco-system. Mình ủng hộ điều đó nhưng một chiếc leather jacket tốt không thể làm từ một loại da nhân tạo. So, you know	NIRVANA
18 - 24	Các thương hiệu nhỏ , vinatge shop	↔Thể hiện cá tính của bản thân - Self-Expression	Phong cách và chất liệu vải	1 triệu - 3 triệu/lần mua	Mình không rõ lắm □	Nosbyn
18 - 24	Nike, những hãng thời trang fast fashion, đồ 2hand vì phù hợp vóc dáng, đơn giản dễ mặc	Thích mua sắm - Enjoy Shopping, ↔Thể hiện cá tính của bản thân - Self-Expression	sự thoải mái, chất liệu tốt, thương hiệu có tên tuổi	Không quan trọng. Sẵn sàng mua nếu món đồ đó đáng. - Willing to pay if the product is worth the price.	mình đã mua, bền và có thể mặc lâu dài	None
18 - 24	local brands vì chất lượng tốt, giá hợp lý	Hết đồ để mặc - Necessity, ↔Thể hiện cá tính của bản thân - Self-Expression	hợp phong cách	500K - 1 triệu/lần mua	đã từng nghe và ủng hộ. để giảm thải rác thải và tạo thói quen cân nhắc trước khi mua	Daphale, Aeie, Dear Jose
18 - 24	Decao, Bleubird (thương hiệu nhỏ?)	Hết đồ để mặc - Necessity	Chất liệu, đường may, kiểu dáng, giá tiền	1 triệu - 3 triệu/lần mua	Không, vì mình không mua nhiều.	Bleubird, Decao
18 - 24	thương hiệu nhỏ tại địa phương (local brands), đồ vintage, đồ cũ	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion	phong cách phù hợp với tính cách của bản thân	500K - 1 triệu/lần mua	Đã từng nghe và mua các sản phẩm thời trang bền vững vì muốn góp sức vào việc bảo vệ môi trường bằng những việc mình có thể làm được hàng ngày	MoiDien, Mono Hanoi, Hữu Là La
18 - 24	Thương hiệu nhỏ, thương hiệu online, đồ vintage	↔Thể hiện cá tính của bản thân - Self-Expression, Hết đồ để mặc - Necessity, Thích thời trang - Enjoy Fashion	Phong cách	500K - 1 triệu/lần mua	Chưa bao giờ	Degrey, lộn xộn
18 - 24	Established brands and local brands	Thích mua sắm - Enjoy Shopping	Style	1 triệu - 3 triệu/lần mua	Yes, cause I want to be more responsible	Liiq, danghaiyen
18 - 24	Vintage shops, online brands, established brands	Bắt xu hướng - Updating Trends, Hết đồ để mặc - Necessity	Price, comfort, style	500K - 1 triệu/lần mua	Yes. Via media	None
18 - 24	Local brands, Zara vì mẫu mã đẹp và phù hợp túi tiền	Thích mua sắm - Enjoy Shopping, Hết đồ để mặc - Necessity, ↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion	Sự thoải mái	Không quan trọng. Sẵn sàng mua nếu món đồ đó đáng. - Willing to pay if the product is worth the price.	Chưa	Monotalk
18 - 24	Đồ cũ vintage	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion, Thích mua sắm - Enjoy Shopping	Thoải mái, hợp người và phong cách	Dưới 500K/lần mua	Có biết, mua đồ cũ có phải là một hình thức?	None
18 - 24	local brands	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion, Thích mua sắm - Enjoy Shopping	style	Không quan trọng. Sẵn sàng mua nếu món đồ đó đáng. - Willing to pay if the product is worth the price.	có vì sẽ sử dụng được lâu, tiết kiệm hơn, luôn hợp thời, kết hợp được với nhiều items khác	LIBÉ
18 - 24	Thương hiệu lớn, có tiếng của nước ngoài, đồ basic như H&M, ZARA. Ngoài ra có 1 số online / local brand trên insta, có shop shop tại HN thì sẽ mua ạ	Hết đồ để mặc - Necessity, Thích mua sắm - Enjoy Shopping	Dễ phối đồ, chất liệu vải tốt & bền	500K - 1 triệu/lần mua	Đã có nghe Em nghĩ là đã có mua, vì đang coi những đồ mình có thể "recycle" được (kiểu mặc đi mặc lại được, phối được nhiều thứ, dùng dc lâu dài) thì đều là đồ sustainable fashion?	libe, xeoxo
18 - 24	HBS vì xu hướng mới mẻ và thoải mái	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion	Độc, lạ, vừa túi tiền	500K - 1 triệu/lần mua	Nghe rồi. Chưa mua vì chưa có hãng nào làm ưng ý ở việt nam	HBS
18 - 24	Doesn't matter. Anywhere that fits my taste will do. Usually look online for the sake of convenience	Bắt xu hướng - Updating Trends, ↔Thể hiện cá tính của bản thân - Self-Expression, Hết đồ để mặc - Necessity, Thích thời trang - Enjoy Fashion, Thích mua sắm - Enjoy Shopping	Usually in the order of Style, comfort, price and quality. Depending on the purpose of the piece, the order above can change a little bit	500K - 1 triệu/lần mua	Yep it's all over social media in the US	Kisserine
18 - 24	đi loanh quanh thấy cái gì xinh giá hợp lý thì mua	↔Thể hiện cá tính của bản thân - Self-Expression, Thích thời trang - Enjoy Fashion, Thích mua sắm - Enjoy Shopping	kiểu dáng giá thành và chất liệu	1 triệu - 3 triệu/lần mua	rồi nhưng không quá nhiều	libe

<u>Appendix</u>

L Sample survey answers analysed by NVivo

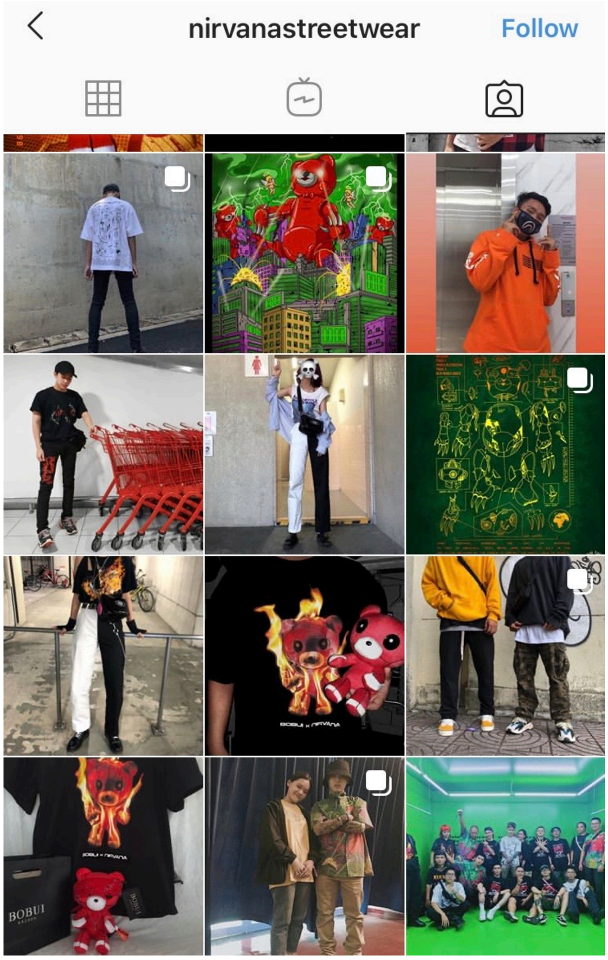
Word	Length	Count	Weighted Percentage	Similar Words
brands	6	153	4,30%	brand, brands
hiệu	4	106	2,98%	hiệu
thương	6	102	2,87%	thương
local	5	99	2,78%	local
online	6	74	2,08%	online
shop	4	62	1,74%	shop, shopping, shops
mình	4	59	1,66%	mình
vintage	7	56	1,57%	vintage, vintages
thường	6	33	0,93%	thường
những	5	27	0,76%	những
hàng	4	26	0,73%	hàng
cũng	4	25	0,70%	cũng
chất	4	24	0,67%	chất
established	11	22	0,62%	established
thrift	6	22	0,62%	thrift, thrifted, thrifting, thrifts
hoặc	4	21	0,59%	hoặc
zara	4	20	0,56%	zara
nhiều	5	18	0,51%	nhiều
không	5	16	0,45%	không
lượng	5	15	0,42%	lượng
quần	4	15	0,42%	quần
thích	5	15	0,42%	thích
hand	4	13	0,37%	hand, hands
chọn	4	12	0,34%	chọn
secondhand	10	12	0,34%	secondhand
thấy	4	12	0,34%	thấy
nhưng	5	11	0,31%	nhưng
tiền	4	11	0,31%	tiền
phải	4	10	0,28%	phải
trung	5	10	0,28%	trung

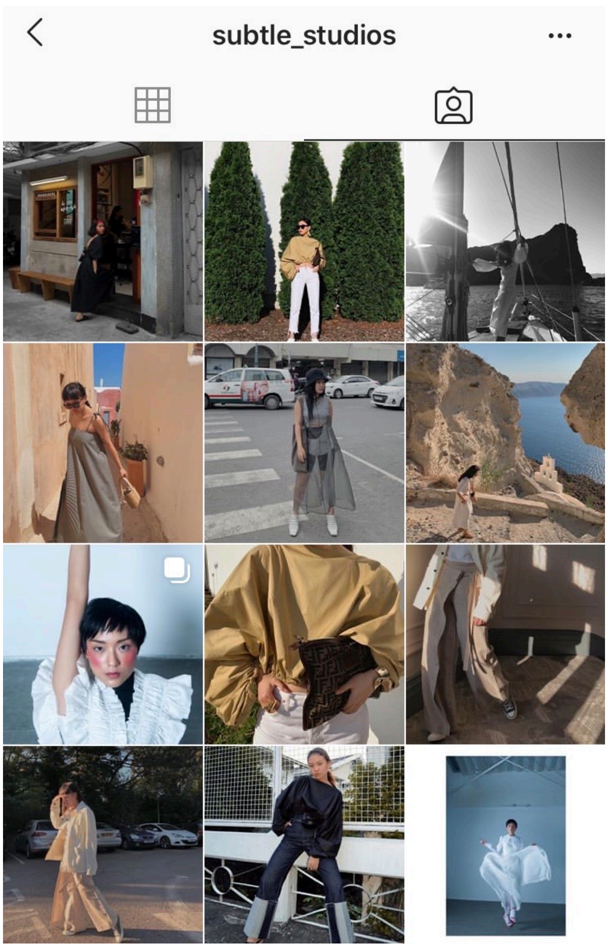
M Sample survey answers analysed by NVivo

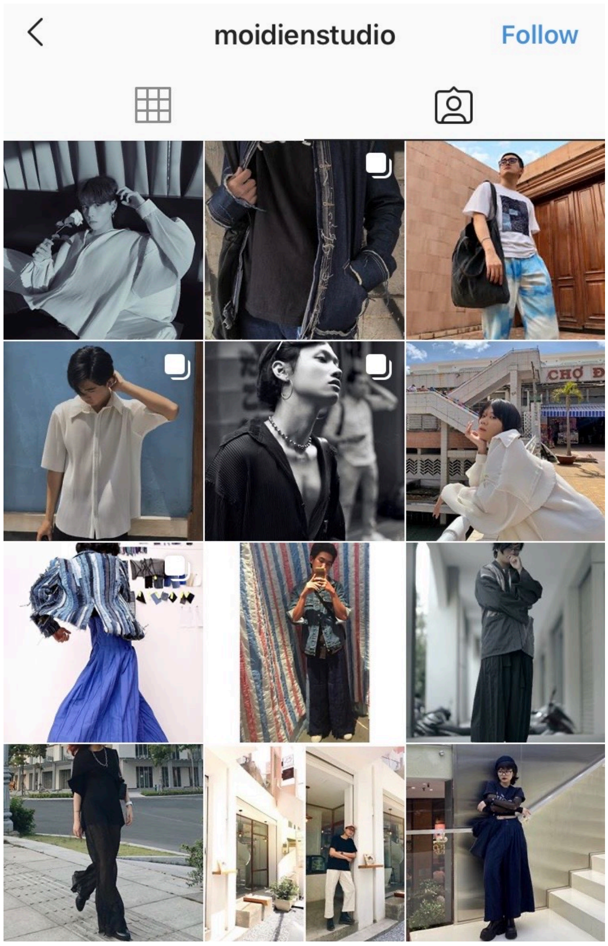


Brands with distinct identity create a safe space for brand communities to be actively engaged.

The following examples are consumer-generated content tagged in brands' Instagram accounts, showing active brand communities.



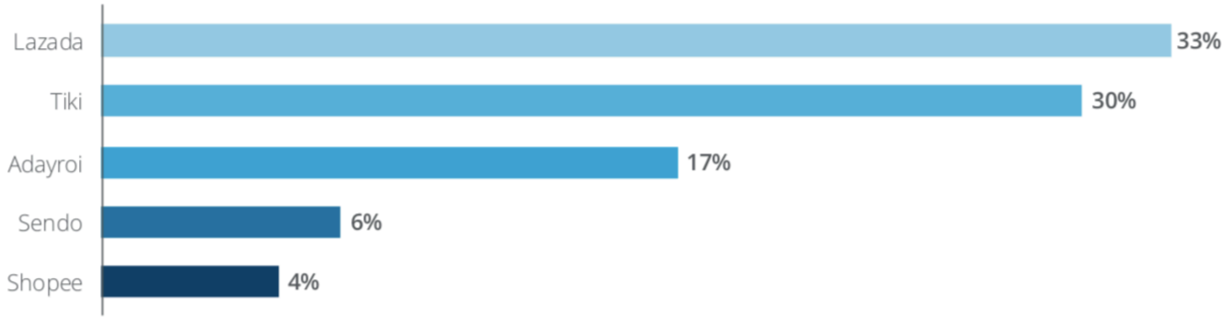




<u>Appendix</u>

O

Figure 22: Preference for different B2C platforms



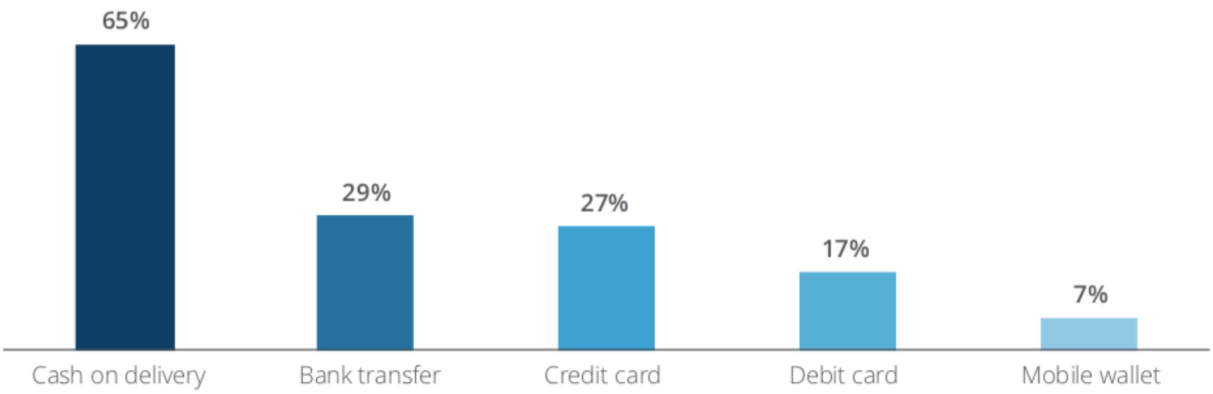
Source: Deloitte's retail survey (2018)

P

Online payment methods

Even as they do their shopping online, the majority of survey respondents still continue to prefer pay with cash on delivery (see Figure 23). This was followed by bank transfers, as well as credit cards and debit cards, implying that several concerns still remain around issues such as payment security.

Figure 23: Preference for different payment methods for online shopping



Source: Deloitte's retail survey (2018)

Deloitte. (2019, February). Retail in Vietnam Navigating the digital retail landscape. Retrieved from https://www2.deloitte.com/content/dam/Deloitte/vn/Documents/consumer-business/vn-cb-vietnam-consumer-retail-2019.pdf