

# From Tradition to Innovation Brand Communication: A Model of Success in Purposeful Branding-Heaven Gaia

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**Abstract:** This paper delves into the rise of purposeful branding in the context of China's evolving economy and global market demand for Chinese cultural elements in clothing design. Uses Heaven Gaia as a successful case study, highlighting its commitment to Chinese design and cultural heritage. The concept of brand purpose is explored, distinguishing it from marketing goals, and emphasizing its role in building brand awareness, storytelling, and long-term brand image. The paper discusses the importance of marketing strategies in creating short-term buzz and brand recognition, while brand purpose focuses on sustainable growth and consumer trust. Furthermore, also examines the challenges and opportunities for purposeful brands in today's culture, emphasizing the need for brands to adapt to changing market dynamics and consumer preferences. The collaboration between Heaven Gaia and Florasis is cited as an example of successful brand crossovers, showcasing the potential for innovative marketing approaches.

**Keywords:** Brand communication, Cultural inheritance, Market positioning, User experience, Cross-border cooperation.

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## 1. Introduction

For the past few years, China's economic and social development has reached unprecedented heights, elevating its international stature. This growth has not only fueled the discerning tastes of domestic consumers but has also sparked a rising global demand for Chinese-inspired elements, particularly in fashion. As clothing serves as a vital conduit for cultural expression, contemporary consumers increasingly seek out brands that embody oriental charm and heritage. This shift has catalyzed the emergence of numerous homegrown fashion brands, captivating audiences both at home and abroad. Amidst this burgeoning landscape, the quest for differentiation has become paramount for brands, with Heaven Gaia emerging as a beacon of success.

## 2. Organization of the Text

In recent years, along with the high-quality development of China's economy and society and the gradual rise in its international status, not only are consumers within China paying more and more attention to the sense of design in clothing wear, but the global market is also steadily increasing its consumer demand for China-related elements. Clothing is an important carrier of culture, and contemporary consumers have a higher demand for clothing brand design. In this market environment, designs that reflect oriental charm and have a rich cultural heritage are gaining popularity. Numerous national tide clothing brands have emerged in a short time, which have become the focus of public attention on various platforms, and the related products have also been sought after by the public, which has become a new trend of consumption. How to stand out from the crowd has become a question for brands to ponder, and Heaven Gaia is undoubtedly a model of success. In the modern era of globalized economic development, brands cannot just bury their heads in the sand, but must make use of new media platforms to promote and package their own products, tell the background and story of the brand, and let consumers feel the emotions brought by the brand in a more real and intuitive

way. This paper explores a series of questions about the purposeful branding from three perspectives: the brand itself, the consumer and the new media marketing communications.

**What is brand purpose?** 'Literally, "purpose" can be defined as the reason why something exists [1].' For a brand, purpose is the orientation of all marketing actions purpose also reveals its essence. 'Simply purpose is the foundation of existence and experience [1].' Sometimes it can be difficult to distinguish the difference between the purpose of branding and the purpose of marketing. In fact, the purpose of branding is to maximize awareness, tell the brand story, give the brand a sustainable outlook, build the brand image and communicate its philosophy to the outside world in a long-term layout process. Heaven Gaia is committed to building a new world of Chinese design and fine clothing research. In order to inherit the Chinese wisdom aesthetics and exquisite clothing technology, it always insists on transforming the original spirit into an article of unique clothing. It integrates nature and humans, life and spirituality into costume design, realizing the perfect combination of traditional artistic charm and Western aesthetics. Through years of fashion week shows and star effects, brands have a more valuable sense in the hearts of consumers, which can connect with consumers and maintain the relationship with them, so that consumers give priority to them when making decisions, so as to achieve long-term development. The aim of marketing is to look at the market share of the moment and create short-term buzz, for example, during Paris Fashion Week, when the major social media outlets spread pictures of the shows and share details of the outfits; film festivals or parties, where stars wear Heaven Gaia outfits and journalists post news via social media, allowing the target customer base to expand. The different methods of communication such as newspapers, short videos, radio and social media are dictated by the marketing strategy. But when making decisions it is important to consider whether this planned campaign will affect the image that has been built up over time. Without marketing there is no user, and selling a product is the most direct purpose of a brand. First of all, a brand is created in the hope of establishing its own brand awareness, including three

levels of recognition, memory and perception, so that it can be remembered and recognized at a glance in a dazzling array of information. This corresponds to the brand's own visual identity system (logo, brand colors, symbols, etc.) and linguistic elaboration system (brand story, brand concept, etc.). Secondly, making the brand recognizable, is distinct from awareness. Recognition is an attitude that includes sensory recognition, logical recognition and emotional recognition. From the first moment the user sees the product, understanding the values of the brand, analyzing the positioning of the brand and whether the brand has an unknown contribution to society all influence the user's choice. Then, accurate value setting and emotional expression, and a convenient consumer path, lead to brand subscription, building trust with the consumer and boosting the fact of the transaction. Finally, after a series of integrated product experiences, the customer's needs are met and a propensity to identify with the brand is reached, which is the ultimate goal. With the development of the times, people are more and more concerned about social events, and brands can no longer stand on the safe side of neutrality, for the once avoided controversy, now need to make their own stand, for the sake of social harmony and beauty, this is as a brand to actively improve the social climate and social issues, at the same time this has also become a favorable factor in the market competition. With the birth of the brand, the journey of "brand purpose" has just begun, and every day of the brand's operation is a struggle towards it, a long and difficult process to achieve the common goal of building through continuous practice. There are many challenges along the way, questions about the profitability of the brand, the ups and downs of consumer satisfaction and whether it has a positive impact on society. Ultimately it is the value proposition that the brand communicates to the consumer that shapes the achievement of the brand's purpose. "These considerations now find their expression in the concept of brand purpose, intended as the impact that brand wants to have on the society beyond the functional and symbolic benefits [2]." The brand communicates its proposition to consumers by anthropomorphizing the static brand and expressing it through the four aspects of function, quality, emotion and philosophy. The brand is then differentiated into different expressions, conceptualized for the general environment, strategically expressed in the face of competing products, and then expressed externally through linguistic output and cultural implantation, ultimately driving market recognition and conversion rates to achieve the brand's objectives. "Purpose" is a re-casting of a fundamental narrative which paved the way for the emergence of modern capitalism [3]. The analysis of brand purpose and marketing strategy through the use of the SWOT model is straightforward, but can be biased by the lack of data leading to a lack of authenticity in the analysis [4].

After exploring the purpose of the brand, we better understand the brand philosophy and value proposition of Heaven Gaia, which follows the way of nature, simplicity and beauty, blending elegance and modernity, seeking balance and natural beauty. Like the walkers on the Silk Road, the brand constantly expresses its sense of and love for culture, passing on its national beliefs. Fashion design has a powerful symbolic function and communication value, and has become a special form of cultural display. In the face of the international design onslaught, Chinese designers should maintain their originality, take a firm national cultural stance, create designs with Chinese aesthetics, inject cultural

connotations and heritage into their designs, and manifest traditional Chinese aesthetic connotations and cultural confidence. It is also the social responsibility of a Chinese brand to promote Chinese culture to the world. Maintaining brand loyalty, keeping the original intention and never forgetting the mission, the brand purpose will stand out in the process of practice and gain higher market share and conversion rate.

The development of a purposeful brand in today's culture is the future orientation of the industry. The age of globalization has made technology and brands more transparent, a highly liberal world is in agreement with consumers who enjoy freedom, the internet and social media have allowed for a closer relationship between brands and consumers, and consumers are learning as much as possible about the authenticity of brands within a larger framework of legality. Brand operating in China should always be aware of the political situation and adapt their strategies to the changing institutional and market environment [5]. Brands are also not just reflecting social, cultural and political norms, but challenging them as well. When brands show that they care for their consumers, consumers care for the brand and build a relationship of trust and mutual achievement with the brand. The emergence and creation of brands is based on market research, and the core value of any brand that wishes to build a long-term connection with consumers is to provide a better service to them. Brands often think that consumers are revolving around the brand, so it is only natural that the latest product launched by the brand will be the first choice of consumers. But it is actually more about the services that brands do that showcase the brand's strengths and meet the needs of consumers, acting on purposeful interactions. In addition, brands need to provide opportunities and environments to generate interactions with consumers. This may require some domain functionality as a foundation, but these same social, mobile, and online spaces further enrich the consumer-brand relationship and find a space for consumers to vent their emotions. Brands with a purpose will care about user experience, an often overlooked aspect of user service. Whether we are looking at user experience or product usage we should not consider it until after the user has expressed their opinion, and should make early forethought, as a purposeful brand should do. Brand behaviour, like brand voice, conveys the brand's message to the consumer. When consumers select a product, they immediately feel that their needs are being met. The advantage of developing a brand with a purpose is not only that it better caters to the market as well as the consumer, but also that the practice of the purpose evokes emotions in the consumer that lead to repeat purchases, constant promotion and brand loyalty. It creates a good image for your brand and creates a good memory of the brand in the minds of the consumers. Heaven Gaia collaborated with Florasis (an emerging Chinese cosmetic brand) in 2021 to launch the Luo Shen Fu co-branded gift box, which was showcased at China Fashion Week 2021. Brand crossovers are usually a collaboration between two brands in different categories, engaging consumers in an innovative way, with a strong alliance playing a positive role in building the brand and its future development. The distinctive personalities are memorable to consumers and make it easy for them to identify the product as well as the brand. Consumer recall is enhanced through this IP co-branding. A purposeful brand has a clear approach to its actions across channels, including a focus on some channels and keeping a low profile in others. Heaven

Gaia has a particularly clear perception of the brand and maintains its brand tone by never advertising in TV media, its own social media (TikTok, Facebook, Instagram, YouTube, etc.), and only releasing ads when it is co-branded with an IP. This is particularly important for brands that develop with a purpose in contemporary culture. In the face of a complex and crowded marketplace, it can be easy to lose yourself and put purpose into practice by keeping your mission in mind. In the early days of Heaven Gaia's establishment, the founders' brand purpose was to pass on Chinese aesthetics and promote national culture, and it has been doing so very well.

Brand purpose can be challenged when faced with a crowded or complex market environment. Entering a market with the idea of taking a position is an unreliable act. Understanding consumers more clearly can be a big challenge for brands. In the early stages of brand building, without brand awareness, a stronger purpose can make the public unfriendly to accept. Coinciding with the rise of the national trend, the focus of many consumers has been transformed from the use value of the product itself to whether the product can bring emotional resonance and a sense of cultural belonging. More and more young people are beginning to pay attention to the development of national brands and have higher expectations of them, and many brands realize that culture is what forms the differentiation of their brands. In this environment, Heaven Gaia still chooses not to advertise, and this approach brings with it many problems. Without advertising, the public would not have the opportunity to learn about the brand's products and the stories behind them but would have to discover them for themselves, and if they were not interested in China Fashion Week and Florasis they might not have the opportunity to see the beautiful clothes on display. Profit is essential to the survival of a brand [6]. The dividends gained without advertising mean that the brand's products are overpriced, and the high prices with a clear purpose are a deterrent to the general public. This cross-border collaboration has achieved some immediate results. Advertising leads consumers to have the desire to buy further products [7], but it has not been followed up with better products, a marketing approach that deserves some thought. Brands are keen to use traditional symbols and motifs for competitive reasons and to change traditional motifs to suit international aesthetics. Because the brand has a clear purpose, it is very aware of the needs of its audience, producing a large number of products with similar styles, leading to aesthetic fatigue; some pile all the elements of the trend together, making it very offensive to consumers. When there is a need for innovative products, the ability to be original has been missing. These are the disadvantages of a brand with a purpose.

Purpose mostly comes from the inside out. Showing the attitude of the brand as well as the tone of the product, they have a natural connection with the consumer. Carrying a purpose means being clear about which part of the consumer's heart the brand can touch and carefully establishing the brand connection. Think with purpose about the ways and channels through which the brand should communicate with the

consumer. The more purposeful a brand is, the more consumers will recognize the value of the brand, and the more they recognize the value, the stronger the connection with the brand will be. At the same time, it is important to maintain the originality of the project with a clear purpose and not to let the complexity of the environment affect its tone. Whatever the times, there is a need for innovation and development. Purposed Brands are re-shaping mainstream branding practice [8]. More and more Chinese brands are going global, bringing goodwill to the world and allowing more people to identify with our brands.

### 3. Conclusion

As both domestic and global consumers increasingly prioritize design aesthetics and cultural resonance in their clothing choices, Chinese fashion brands have seized the opportunity to showcase their unique blend of oriental charm and cultural heritage. Purposeful branding serves as a compass for navigating this dynamic landscape, guiding brands towards meaningful interactions and lasting relationships with their audience.

Looking ahead, the future of Chinese fashion brands lies in their ability to uphold their cultural heritage while embracing innovation and global expansion. By staying true to their brand purpose and fostering genuine connections with consumers, Chinese brands have the potential to not only shape the fashion industry but also foster goodwill and cultural understanding on a global scale. As purposed brands continue to redefine mainstream branding practices, they pave the way for a more inclusive and culturally rich future for the fashion industry.

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