

Clothing Brand Value Enhancement Strategies Based on Carbon Peak and Neutrality Goals[★]

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Abstract

Under the guidance of the “dual carbon” goal, the country has entered a new development period of low carbon and green, and brand building and value enhancement have become an important direction of the current market development. As a highly polluting apparel industry, the various apparel brands under its industry must also seize the opportunity for development and low-carbon transformation and become an important force in promoting carbon peak and carbon neutrality. This can be done by enhancing the low-carbon image of the brand, actively exploring the mode and experience of sustainable production and consumption, and vigorously promoting the green transformation of the global fashion industry. In this paper, we first sorted out. We summarised the related research on low-carbon brand value. We explored the problems of apparel brands failing to practice low-carbon development from three basic dimensions: product, brand marketing and internal brand management. We then proposed corresponding solutions and strategies to enhance brand value. The study finds that apparel brands can try to increase innovation investment to create product and service differentiation, improve the internal management mode to enhance the competitiveness of the low-carbon market, and actively fulfil the brand’s social responsibility to contribute to the realisation of the national goal of “dual carbon”.

Keywords: “Carbon Peaking and Carbon Neutrality”; Clothing Brands; Brand Value; Low Carbon

1 Introduction

With economic and social development, human life and production are caused by a large amount of carbon dioxide and other greenhouse gas emissions, leading to global warming and frequent

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climate disasters [1]. Therefore, more and more countries in the greenhouse gas and other energy emission reduction and low-carbon development issues to reach a consensus and seek an effective path to the harmonious coexistence of human beings and nature. 2020 September 2020, the Chinese government in the 75th United Nations General Assembly put forward: “China will strive to peak carbon dioxide emissions by 2030, and strive to achieve carbon neutrality by 2060” (referred to as the “dual-carbon” goal) [2]. Apparel enterprises actively implementing a “dual-carbon” strategy is not only to show the active implementation of the “dual carbon” strategy by apparel companies is not only a way to demonstrate the brand’s foresight but also a necessary responsibility to comply with the development of the times [3]. Through the enterprise technology innovation and system change to strengthen the construction of the enterprise brand, the use of the brand to lead the concept of low-carbon fashion and lifestyle [4], to accelerate the low-carbon sustainable transformation of apparel brand, and then enhance the brand value. This paper is based on the background of China’s “dual carbon” goal, based on existing related research, the “dual carbon” policy into the brand value system, summarises the key factors and dimensions of the research through the method of literature collation and analyses the current brand low-carbon development process. The problems in the process of low-carbon development of brands are also analysed. Unlike previous research, this thesis elaborates on the specific strategies for enhancing clothing brand value in detail. It builds the specific strategies for realising the brand value of clothing brands in the carbon peak, carbon neutral and target stage, which provides an effective reference for the future low-carbon practice of clothing brands.

2 Methodology

This chapter adopts the literature research method, taking the “dual carbon” goal as the research background, starting from the basic point of brand value research and dividing the literature research into two aspects, namely, the low-carbon development of brands and the influencing factors of brand value. Through sorting and classifying the previous research results, the key factors and dimensions affecting the value of fashion brands under low-carbon behaviour are identified, which lays the theoretical foundation for the following research.

2.1 Research on Low Carbon Development of Brands

The brand side can not only play a pivotal role in the “dual carbon”, promoting the upgrading of upstream manufacturing processes and the application of raw materials; It can also guide downstream consumers to establish low-carbon values. Low carbon is the core of the “dual carbon” goal, with sustainable socio-economic and environmental development as the ultimate goal. From a product perspective, scholar Li Zhe (2012) proposed that fashion brands fully utilise design methods to practice environmental protection concepts, enrich their products’ added value and technological content, improve production efficiency, optimise industrial structure, and attract more consumers to purchase [5]. Scholar Micklethwaite (2022) mentioned that the birth of low-carbon products means that design departments and designers under brands need to integrate green, low energy consumption, low pollution, and recyclable performance into their design behaviour to reduce the impact on nature and the environment throughout the entire product lifespan [6]. From a marketing perspective, foreign scholar Guerreiro (2015) mentioned that compared to ordinary products, brands endow products with low-carbon marketing methods, which