CUSTOMERS OF COMMON FASHION BRANDS IN THE CZECH REPUBLIC: INNOVATORS AND OPINION LEADERS

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Abstract: *This article concentrates on the identification of special customer categories known as innovators and opinion leaders, also collectively called Fashion Leaders. The article focuses only on customers buying clothing of medium price and quality, known as Common Brands clothing. The categories of Innovators and Opinion Leaders in this article were measured on the basis of rating scales from renowned international authors. Confirmation factor analysis confirmed that the rating scales belong to latent variables and also sufficiently explain them. The result of the correlation analysis proved that the Innovator and Opinion Leader categories strongly correlate and therefore may be measured jointly in subsequent research, as one shared category of Fashion Leaders. Differences between demographic characteristics of Fashion Leaders and Fashion Non-Leaders were identified using the two-sample t-test. It was particularly found that women with lower education who shop very often are Fashion Leaders. The results of this research may be used as a basis for further customer surveys of Common Brands in the Czech Republic. The practical contribution of this article is the identification and description of the Fashion Leaders customer segment that can help fashion producers in promoting new collections or raising awareness in the fashion field.*

Keywords: *Fashion, Customer, Fashion leaders, Innovators, Opinion leader, Common Fashion Brands*

JEL Classification: *C38, M31*

Introduction

Fashion is a field that continually attracts great attention from marketing specialists (Bakewell et al., 2006). It is an exciting, dynamic and creative global business that blends aesthetics, technology and trade. Fashion is about self-expression, emotion and the identity of the wearer and defining cultural and social divides in the wider context (Hines and Bruce, 2007). According to a number of authors, the fashion industry can be segmented into various categories, most often according to the group of customers who buy fashion, but also based on price and quality (Bruce, Daly, 2006; Priest, 2005). This article focuses on the medium category in terms of price and quality, a category intended for the general public. In foreign publications this category is often referred to as High Street Fashion or Mass Market (Sorensen, 1995). In 2003, Lee introduced the term McFashion. These are international chains characterized by chic fashion that is very cheap. In our previous research of the fashion market in the Czech Republic, we referred to this category as Common Fashion. For example brands such as H&M, Lindex, C&A and Orsay may be included in this category (Novotová, 2016). This article continues our previous research and focuses on customers of common fashion brands, meaning mainly younger people. The main goal of this article is to identify the category of customers known as Innovators and Opinion Leaders, often described in professional publications and to determine by which percentage they are represented in the Czech population.

Innovators are people who are actively interested in fashion and shop for latest clothing collections. *Opinion Leaders* are those who influence their surroundings with their fashion opinions and advise friends on what to wear (Sproles, 1979 in Martinez a Kim, 2012). Both of these categories are very interesting from the marketing point of view. These people will buy the new collections first, they are interested in fashion and know exactly what to wear for which occasion. Companies can use these fashion enthusiasts in their marketing campaigns, for example through social media and blogging. Particularly opinion leaders often spread positive WOM through social media or discussion forums (Bertrandias and Goldsmith, 2006). It is proven that customers are far more willing to let themselves be influenced by opinion leaders than by traditional advertising campaigns (Flynn, Goldsmith and Eastman, 1996). It is therefore very important to identify these customers and learn as much about them as possible. Aside from determining the percentage of Innovators and Opinion Leaders, this article attempts to verify a number of hypotheses regarding the demographic characteristics of Innovators and Opinion Leaders.

1 Statement of a problem

In the 1980's and 1990's, fashion customers were very often the subject of professional articles. The individual authors attempted to divide customers into groups according to various characteristics. For example, Behling (1992) divided customers according to their motivation for shopping and emotional connection to fashion leaders, innovators, followers and rejecters. Another customer segmentation was based on the premise that those interested in fashion buy new collections faster. Customers were therefore divided into innovators, early adopters, early majority, late majority and laggards according to the period of time since the introduction of a new collection to purchase (Rogers, 1962). However, this segmentation presented a number of flaws, including poor validity and reliability of scales used in the questionnaires that measured the customer categories (Midgley and Dowling, 1978). Another concept that could be seen as one of the most frequently used in the fashion industry is Fashion Leadership. The group of Fashion Leadership customers is divided according to fashion innovativeness and fashion opinion leadership. Fashion innovativeness was defined by Sproles to be represented by a person who purchases a new product ahead of others (Sproles, 1979 in Martinez a Kim, 2012). Fashion opinion leadership could be defined as the *"ability or tendency to convey information regarding a new fashion in a way that influences successive purchasers to accept or reject it"* (Workman and Johnson, 1993, p. 64). Both those categories include individuals who are involved in fashion and have very positive feelings toward it.

Due to the need for easy identification of Innovators, Goldsmith and Hofacker (1991) created rating scales usable for identification in questionnaire-based research. In their work, both authors focused on the shortcomings of the precious rating scales that were used at the time. To determine an Innovator, they used rating scales previously used by Churchill (1979). The goal was to modify them in such a way as to make them suitable for all categories of product, not only from the fashion industry, and that they would meet the requirements for sufficient reliability and validity. Two versions of the rating scales were created – a positive scale (I purchase new collections before my friends.) and a negative scale (I am the last person to buy a new collection.). The researchers wanted to identify only the statements that with greatest descriptive value and also to determine whether it is better to use a positive or a negative scale. Each statement was measured in

a 7-point scale. The research was first performed to determine the Innovator in the area of rock albums. According to the researchers, this is a product category in which it is very easy to determine whether a customer shows signs of innovation. Subsequently the statements were modified to suit the fashion clothing segment. The results of both versions have shown three best positive and three best negative statements that can be used for both product categories. Flynn, Goldsmith and Eastman (1996) similarly created evaluation scales for measuring fashion Opinion Leaders. According to previous findings by Rogers and Cartano (1962) their created a set of rating scales that were tested in the same manner as in the previous example. This resulted in six statements that can be used for various categories of products including fashion. Three positive statements from Goldsmith and Hofacker were selected for determining an Innovator (1 I'm aware of new trends ahead of my friends. 2 If I learn that a shop has a new collection of goods, I would be interested enough to immediately go buy it. 3 I would purchase a new collection of clothing even without trying it on) and three from Flynn, Goldsmith and Eastman for determining the Opinion Leader (1 I often influence the opinions of other people regarding clothing. 2 I often persuade people to buy clothing that I like. 3 My friends and acquaintances buy clothing based on my advice.).

Although Innovators and Opinion Leaders are defined as separate customer categories, Goldsmith and Hofacker (1991) and subsequently also Martinez and Kim (2012) proved that there is a strong positive correlation between them. It can be concluded that Opinion Leaders are very often also Innovators. Despite these findings, many authors continue to use both terms and measure customers according to two sets of items. This approach is also used in this article. However, based on this information, we can formulate the following hypothesis:

H1: Customers who are Innovators are also Opinion Leaders.

Some authors do not only focus on identification of the Fashion Leadership category of customers, but also try to find out what type of people belong to it. For example, Summers (1971) studied Fashion Leaders and their demographic characteristics, finding that Fashion Leaders are young people. The research performed by Goldsmith and Stith (1993) has shown that the Fashion Leaders group were mostly younger customers (average age is 40 years) than the Fashion Non-Leaders (average 46 years). Authors Horridge and Richards (1984) conclude that the group of customers between 25-34 years old is primarily most interested in fashion. Based on this knowledge and in regard to the fact that there is a relation between Innovators and Opinion Leaders, we were able to establish both the hypothesis H2, as well as its partial hypotheses H2a and H2b:

H2: Fashion leaders are people in the age group between 25-40 years.
H2a: Innovators are people in the age group between 25-40 years.
H2b: Opinion leaders are people in the age group between 25-40 years.

It is generally presumed that women are more interested in fashion. This fact was confirmed in research by Summers (1970) and O'Cass (2000). Masson and Bellenger (1973-1974) add that the greatest interest in fashion is among unmarried young women. Hypothesis H3 and partial hypotheses H3a and H3b are based on these findings:

H3: Fashion Leaders are most often women.
H3a: Innovators are most often women.
H3b: Opinion Leaders are most often women.

Despite the number of studies that identified various demographic factors for the Fashion Leaders group, there are also studies that fail to correspond with these results. In 1992, Goldsmith and Flynn stated that the Fashion Leaders group cannot be defined beyond the general age and gender specification using other demographic characteristics. In their opinion, this group of customers is mostly identifiable through their buying habits, such as purchase-frequency and amount spent per purchase. In 2004, Phau and Lo actually came to the conclusion that not gender, age, profession, education and marital status, nor even income levels are different between Fashion Leaders and other customers. Based on these findings, the demographic factors for Fashion Leaders and Non-Fashion Leaders were tested for the purposes of this article. The following hypotheses were tested:

H4: Demographic factors are not statistically significantly different for Fashion Leaders and Non-Fashion Leaders.
H4a: Demographic factors are not statistically significantly different for Innovators and Non-Innovators.
H4b: Demographic factors are not statistically significantly different for Opinion Leaders and Non-Opinion Leaders.

As mentioned above, Goldsmith and Flynn (1992), as well as Michon et al. (2007) and Goldsmith et al. (1991) state that Fashion Leaders may be characterized particularly through their buying habits, among those more frequent purchases or higher spending per purchase. Only customer purchase frequency was tested for the purposes of this article:

H5: Fashion leaders buy more frequently than Non-Fashion Leaders.
H5a: Innovators buy more frequently than Non-Innovators.
H5b: Opinion Leaders buy more frequently than Non-Opinion Leaders.

2 Methods

Quantitative research by electronic questionnaire was selected as the most suitable method for verifying the stipulated hypotheses. A Google – Disk electronic questionnaire was used. The questionnaire was distributed via the Facebook social network. This method was chosen for its quick and free distribution of the questionnaire. The collection of data took place from April 11 to May 20, 2016. The basic set of respondents was targeted at all citizens of the Czech Republic of more than 18 years of age who shop for Common Fashion brands at least occasionally. Thanks to this basic set we were not able to use random methods of sample due to the absence of a sampling frame. Judgmental selection method was chosen as the most suitable method. According to this author's previous research, the category of young people up to 30 years old, with high-school or university education was identified as the largest group shopping for Common Fashion brands and was therefore also most represented in this research.

2.1 Respondents Sample

A total of 794 respondents participated in the research, fulfilling the main condition of being buyers of Common Fashion brands. Mostly women who have awareness of which brands they buy participated in the research (55.5%). Men (44.5%) were often unable to properly fill out the questionnaire and were disqualified from the sample. According to original expectations, the older age groups, over 55 years, shop for

Common Brands very seldom and therefore are not significantly represented in this sample (Table 1).

Tab. 1: Segmentation of Respondents According to Age

Class	Age	Frequency	%
1	18 - 24	251	31.6
2	25 - 34	281	35.4
3	35 - 44	160	20.2
4	45 - 54	92	11.6
5	55 - 64	10	1.3

Source: Author

Primarily people with university education and also those with high-school education with completed final exams participated in the research (Table 2).

Tab. 2: Segmentation of Respondents According to Education

Class	Education	Frequency	%
1	primary	7	0.88
2	secondary without diploma	69	8.7
3	secondary with diploma	319	40.2
4	colledge	399	50.3

Source: Author

Respondents were also asked about the net income of their household. Income is shown in Table 3, both in Czech Crowns and transposed to Euros.

Tab. 3: Segmentation of Respondents According to Income

Class	Income CZ/Euro	Frequency	%
1	up to 9 999/370	34	4.4
2	10 000 - 19 999 /371-741	85	11.1
3	20 000 - 29 999 /742-1111	168	22
4	30 000 - 39 999/1112-1482	160	20.9
5	40 000 - 49 999/1483-1852	120	15.7
6	50 000 - 59 999/1853-2222	95	12.4
7	60 000 and more/ 2223 and more	103	13.5

Source: Author

The last demographic characteristic was the size of their hometown according to its population. The distribution of respondents was quite even here. Respondents from villages represented the smallest group (11%), the largest group was from smaller cities (Table 4).

Tab. 4: Segmentation of Respondents According to Size of Their Home Location – Population

Class	size of hometown	Frequency	%
1	up to 999	99	11.7
2	1 000 – 9 999	171	20.9
3	10 000 – 49 999	212	26.2
4	50 000 – 100 000	119	14.4
5	over 100 000	193	23.8

Source: Author

The respondents were asked a question regarding the frequency of their purchases of Common Fashion clothing in order to identify their buying habits. Respondents most often shop several times per year, to the contrary, only 1.5% of respondents shop extremely frequently (Table 5).

Tab. 5: Segmentation of Respondents According to Purchase Frequency

Class	Frequence of purchase	Frequency	%
1	Every week	11	1.4
2	Several times per month	132	16.6
3	Once a month	182	22.9
4	Several times per quarter	150	18.9
5	Several times per year	277	34.9
6	Maximum once a year	42	5.3

Source: Author

3 Problem solving

The data analysis took place in several phases. First the reliability and validity of the rating scales were reviewed. Subsequently a confirmatory factor analysis took place, intending to identify whether the rating scale questions are among the measured latent variables. In the next phase, the percentage of Innovators and Opinion Leaders was established using descriptive statistics. The hypotheses were tested using Two-sample t-tests.

3.1 Reliability and Validity Analyses

Three items developed by Goldsmith and Hofacker (1991) were used to identify the Innovators and three items developed by Flynn, Goldsmith and Eastman (1996) were used for measuring the Opinion Leaders. Both constructs were found to be reliable as their individual Composite Reliability (CR) values are greater than the floor estimate of 0.7 (Fornell and Larcker, 1981), specifically Innovators CR=0.73 and Opinion Leaders CR=0.84. Subsequently their validity was measured. Validity may be divided into two basic types, *Content Validity* and *Construct Validity* that is further composed of *Convergent Validity* and *Discriminant Validity* (Campbell and Fiske, 1959). Content validity represents the relevance requirement between the research goal and achieved results. All statements used in this research were adopted from professional publications and therefore their content validity is ensured. The Construct validity involves the assessment of the degree to which an operationalization correctly measures its targeted variables (O'Leary-Kelly and Vokurka, 1998). According to them, this validity includes the empiric calculation of unidimensionality, reliability and validity. For the purpose of this article, unidimensionality was identified for the entire model using Comparative Fit Index (CFI). CFI (Table 6) reached 0.999, signifying strong unidimensionality. Convergent validity identifies to which degree various methods of measuring variability provide identical results (O'Leary-Kelly and Vokurka, 1998). Convergent validity can be measured using Cronbach Alpha (CR) (Cronbach, 1951) and Average Variance Explained (AVE) (Bagozzi a Yi, 1988). According to Hair et al (2010) the mutual ratio of CR > 0.7, CR > AVE and AVE > 0.5 must be met. CR for the latent variable Innovator reached CR= 0.73 and AVE = 0.52. As apparent from these results, these conditions were met near the limits. This was primarily caused by the lower correlation of rating scale number 3. Despite that, we can consider the result as satisfactory. The latent variables of Opinion Leaders reached better convergent validity, where CR = 0.84 and AVE = 0.64. In this case the validity conditions are very well satisfied. Discriminant validity is only measured in situations, where the model includes more latent variables than two and this it is not stated here.

3.2 Confirmatory Factor Analysis

Confirmatory factor analysis was implemented in the second step. This analysis is used in situations where, based on the theory, we have established two sets of items intended to measure latent (unmeasurable) variables, in this case Innovators and Opinion Leaders. Confirmation analysis verifies whether the individual items belong to the latent variable and whether they sufficiently explain it (Hendl, 2004). This analysis was performed using the AMOS software specifically designed for measuring latent variables. The program is able to predict the created model according a number of indexes and calculates the individual regression scales between the measured variables. In this case the model was predicted using Comparative Fit Index (CFI), using classic P-value, normal chi-square CMIN/df, Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Root Mean Square Error of Approximation (RMSEA) and P close. Table 6 shows all measured indexed and their recommended values, as well as the results of the model. The given recommended values are generally recognized and commonly stated in a number of marketing-oriented publications. As apparent from the table, all calculated indexes are sufficient and the model was therefore estimated correctly.

Table 6: Measured Indexes, Recommended Values and Model Results

Indices	Recommended value	Model fit indices
GFI	> 0.95	0.977
P-value	>0.05	0.257
CFI	> 0.95	0.999
CMIN/df	< 3	1.291
AGFI	> 0.80	0.988
RMSEA	< 0.05	0.020
P close	> 0.05	0.912

Source: Original output from the AMOS software

Table 7 shows all 6 measured variables loaded significantly on their respective constructs with markedly high estimates as inferred from the AMOS output. The table shows estimate non-standardized as well as estimate standardized regressive scales, standard errors (C.R) for both latent variables and the P-value in the 99% level of significance.

Tab. 7: Regression Weights

Items	Path	Construct	Estimate Unstdzd.	Estimate Stdzd.	C.R.	P-value
Innovators 1	←	Innovators	1.000	0.786	11.291	
Innovators 2	←	Innovators	0.813	0.690		***
Innovators 3	←	Innovators	0.792	0.575		***
opinion leaders 1	←	Opinion leaders	1.000	0.760	11.487	
opinion leaders 2	←	Opinion leaders	1.042	0.805		***
opinion leaders 3	←	Opinion leaders	1.073	0.836		***

(***: P-value < 0.01)   *Source: Original output from the AMOS software*

The following Figure 1 depicts the entire model fit including estimated regressive standardized scales. Also two covariances were added to the model. Those covariances offer suggested remedies to discrepancies between the proposed and estimated model. Generally, we should not covary error terms with other error terms that are not part of the same factor. In this model we covary error terms 1 and 2 and also 3 and 4. Error terms 3 and 4 are part of the two diferent factors, however both factors are very similar. The correlation between both latent factors (the Innovators and the Opinion Leaders) reached 0.928, signifying an extremely strong dependency. Therefore we can add error terms 3 and 4 together.

Figure 1: Confirmatory Factor Analysis – Model fit
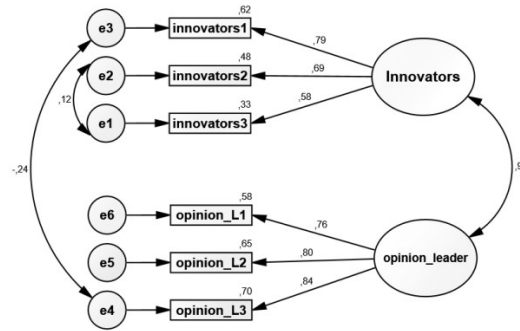
3.3   Establishing Innovators and Opinion Leaders

Confirmatory factor analysis confirmed that the individual rating scales do relate to the Innovator and Opinion Leader categories. The next step was to determine the percentage of Innovators and Opinion Leaders found in the Czech population. The questionnaire used three scales for each, evaluated in a Likert scale from 1 – absolutely agree to 7 – absolutely disagree. The median (neutral) was therefore number 4, the values 1, 2, 3 were positive (I agree) and the values 5, 6, 7 were negative (I disagree). To uncover the Innovators and Opinion Leaders, the results of the three items of the respective category were summed up for each respondent. Only a respondent who reached a maximum 9 point evaluation was identified as Innovator or Opinion Leader, meaning that they responded to each item in maximum with 3 points.

A characteristic position, specifically percentiles, was calculated from the final sums of all the respondents. The value of 9 corresponds to the percentiles 8%, 9% and 10% for the Innovators and the percentiles 9% and 10% for the opinion leaders. We can therefore say that in the Czech population that buys Common Fashion brands, 10% are Innovators and 10% are Opinion Leaders.

3.4   T-test for Verification of Relations

The individual respondents were divided into two groups, Innovators and Non-Innovators, as well as Opinion Leaders and Non- Opinion Leaders, respectively, in order to verify the hypotheses. The differences in the individual demographic factors of gender, age, education, household income and size of hometown, were identified between these two groups. The difference in fashion purchase frequency was also identified between the individual groups of customers. Each demographic factor, as well as purchase frequency were answered using closed questions with predetermined answer options (see the Sample of Respondents chapter).

Each answer was subsequently assigned a number and the average was calculated both for the group of Innovators/Opinion Leaders and for group of Non-Innovators/Non-Opinion Leaders. The resulting averages were tested using a Two-sample t-test (Hendl, 2004), where the hypothesis H0 stated that differences between means in Innovators and Non-Innovators, as well as Opinion Leaders and Non-Opinion Leaders, does not exist. Hypothesis H1: non H0. All hypotheses were tested on the level of 95% significance.

Table 8: T-Test in Innovators and Non-Innovators

Demographic characteristics and purchasing frequency	Innovators			Non- innovators			t-statistic	P-value
	observation counts	Mean scores	Standard deviation	observation counts	Mean scores	Standard deviation		
gender	87	1.76	0.4304	638	1.53	0.4995	4.072	**0.001**
age	87	2.09	1.0414	638	2.17	1.0125	0.693	0.488
education	87	2.15	0.7076	638	2.43	0.6466	3.746	**0.001**
income	82	4.4	1.6126	612	4.19	1.705	1.098	0.272
size of hometown	87	3.18	1.3428	638	3.23	1.3562	0.311	0.756
Frequence of purchase	87	2.05	1.088	638	3.01	1.1946	7.095	**0.000**

Source: Original output from the Statgraphics software

Table 8 presents the results of the Two-sample t-test for the group of Innovators and Non-Innovators and also observation counts and standard deviation for each group. As is apparent from the results, there are statistically significantly different averages in case of gender (men – 1, women – 2), where Innovators have a higher average and therefore are mostly represented by women. Also the difference in averages was statistically confirmed in the factor of education (basic education – 1 up to university – 4). Innovators are therefore people with lower education. The largest significant difference in averages was recorded in the purchase frequency factor (from weekly – 1 up to maximally once per year – 6), where Innovators shop much more often than Non-Innovators.

Table 9: T- Test in Opinion Leaders and Non-Opinion Leaders

Demographic characteristics and purchasing frequency	Opinion leader			Non- opinion leader			t-statistic	P-value
	observation counts	Mean scores	Standard deviation	observation counts	Mean scores	Standard deviation		
gender	114	1.77	0.4214	680	1.52	0.5	5.03	**0.000**
age	114	2.12	1.1062	680	2.16	1.0237	0.358	0.721
education	114	2.25	0.7355	678	2.43	0.6413	2.811	**0.005**
income	111	4.31	1.6722	654	4.22	1.7017	0.486	0.627
size of hometown	114	3.18	1.3119	680	3.25	1.3647	0.521	0.602
Frequence of purchase	114	3.25	1.2868	680	3.95	1.2139	5.707	**0.000**

Source: Original output from the Statgraphics software

Results very similar to Innovators were also found in Opinion Leaders (Table 9). The statistically significant difference between the Opinion Leaders and Non-Opinion Leaders was also found in the factors of gender and education. Again, the largest difference in averages was identified in purchase frequency. Opinion Leaders are therefore mostly women and those with lower education, who purchase Common Fashion more frequently than Non-Opinion Leaders.

4 Discussion

The goal of this article was to identify a group of Innovators and Opinion Leaders among Czech customers who buy Common Fashion brands. Rating scales from authors Goldsmith and Hofacker (1991) were used to identify Innovators, while rating scales from Flynn, Goldsmith and Eastman (1996) were used to identify Opinion Leaders. The research proved that, in the Czech Republic, 10% of the population could be jointly identified as Innovators and Opinion Leaders. This result corresponds with research results by Goldsmith et al. (1999) but it is 6 % lower compared to Phau and Lo (2004). Therefore, we can assume differences in the percentage of Innovators and Opinion Leaders in various countries.

The article also formulated five hypotheses. The first hypothesis, H1, verified whether there is a mutual relationship between the group of Innovators and Opinion Leaders. A very strong correlation was proven (correlation coefficient = 0.928),

indicating that both these groups could be considered practically identical. We can therefore state that in the Czech Republic, Innovators are simultaneously Opinion Leaders. In other words, those who most frequently buy latest trends also provide information about these trends to others around them and advise their friends in selecting fashion and accessories. We therefore recommend a focus on the joint category of Fashion Leaders in future research without the need to divide customers to Innovators and Opinion Leaders.

Further hypotheses focused on demographic factors typical for Fashion Leaders, specifically for Innovators and Opinion Leaders. Hypotheses H2, H2a and H2b, focusing on the age of Fashion Leaders were not possible to prove. We cannot therefore state that only people younger than 40 years are Fashion Leaders.

On the other hand, hypotheses H3, H3a and H3b confirm that Fashion Leaders are primarily women, which is consistent with the generally acknowledged presumption that women feel more strongly about fashion than men (Cho and Workman, 2011; Hansen and Jensen, 2009). However, some research indicates that the Fashion Leaders category cannot be defined according to any demographic factors (Huddleston, et al., 1993; Phau and Lo, 2004). Hypothesis H4 that was based on this premise must be rejected.

Not only did the research prove that women are more often Fashion Leaders, also the existence of a statistically significant difference in the level of education between Fashion Leaders and Non-Fashion Leaders was found. Fashion leaders are people with lower education than Non-Fashion Leaders. Hypothesis H5, focusing on purchase frequency, was confirmed. It is purchase frequency that specifically represents the greatest difference between the category of Fashion Leaders and Non-Fashion Leaders. This fact was confirmed by Workman (2010).

Conclusion

We conclude that Fashion Leaders (covering Innovators and Opinion Leaders) are mostly women, people with lower education and customers who shop very often. It is precisely the Fashion Leaders category that marketing managers working in the fashion industry can approach to help them promote new fashion collections and spread general fashion awareness. Many of them already utilize this opportunity by collaborating with Bloggers and Youtubers, who could certainly be included in the Fashion Leaders category.

It can be assumed that this collaboration will be very beneficial in the future for both the actual companies in terms of gaining new customers and in terms of the overall awareness regarding fashion in the Czech Republic.

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