High-end fashion stands at an unique crossroad of artistic and individual expression. FASHION ON A WIRE is an online community of individuals who are passionate about high-end fashion design.

Today, an online community has also become an integral part of the digitalization. The aim of this community is to connect individuals and start an ongoing conversation about fashion. Another aim of this community is to connect through the high-end fashion aesthetics.

Feel free to join and start to discuss your favorite topics.
Research Findings

The research aim of the report was to find out how high-end brands and consumers connect on the Internet. The conclusion is high-end brands miss insights to interact on a more personal level with consumers. The consumer wants to be engaged, experience and feel a certain emotion when purchasing an article online. He misses a platform where he can exchange ideas with others from the high-end tribe.

According to the research findings there is one essential gap in the market that would create a relationship between consumer and brand more loyal. The gap in the market is a platform, for the tribe of high-end consumers. The high-end consumer tribe is a community that is mainly connecting on the Internet through word of mouth communication.

According to research findings word of mouth is the main online communication tool within the high-end tribe and consumers are looking for high-quality discussion to exchange ideas and desires. The fashion industry undergoes such relevant changes like public catwalk live stream that consumers want to communicate with each other more. The rise of digitalization made it difficult to collect these insights because the digital channels change so quickly that brands hardly can keep up with it.
Product Concept

The solution to the problem is an online forum that connects consumers by word of mouth. The gap in the market is a discussion board that connects the high-end tribe and high-end brands.

**FASHION ON A WIRE** is a medium for expression and discussion. Until now a high-end forum that triggers the high-end tribe and draws the attention of the high-end fashion industry does not exist. The product is therefore a discussion board for the high-end consumer. The aim of this forum is to create a high-quality environment for discussions within the tribe. This would be the new platform for interaction and emotion for consumers who try to find others with the same passion for high-quality discussions.

**FASHION ON A WIRE** is the connecting platform between tribe members and brands. The high-end tribe uses a social network that is constructed by brands, retailers and products. According to the respondent Sharon Geernaert, stylist and retailer, “People have the need to be connected to all these resources”. That means that the high-end tribe has increasingly the feeling to be connected with others from the high-end tribe. The tribe member is constantly looking for self-expression and belonging to others. This forum would pinpoint the tribes’ wishes and desires better.

**FASHION ON A WIRE** is a user-generated platform. Word-of-mouth is one of the most relevant communication approaches in the high-end tribe and forum could be the meeting spot for all the exchange of information. This exchange of information could be used by high-end brands to get into a stronger and more interactive dialogue with the consumer.

**FASHION ON A WIRE** is the source of information for high-end brands that are looking for consumer insights to create a stronger and more emotional relationship. Tracking members discussion content like topics, members and hits per topic, will give better information on trends and consumer behavior. According to Liz Entin, owner of the digital fashion magazine Runway Passport, “I think it will continue along the path we are going down now. Much more back and forth dialogue between brands and customers”. That means that high-end brands will increasingly need to build up relationships. The advantage of a forum is that high-end brands can collect more predictable and concrete feedback and information.

**FASHION ON A WIRE** uses different parties within the high-end fashion industry in the future. To work closely with high-end companies, retailers and media would make the forum even more relevant for the tribe and for the high-end market. A forum that works closely with fashion firms from industry is a new concept in terms of online forums. The digital gathering of the tribe will be the platform for collaborations between different digital channels and firms like media, retailers and high-end brands.

According to respondent Sharon Geernaert, stylist and retailer, “I think more powerful is the collaborations with other worlds besides fashion, like art, music and other products that is becoming a trend nowadays”. That means that collaborations between different parties become more important in the future. Pioneer Eugene Rabkin, owner
of the forum StyleZeitgeist, answers on the question if fashion forums will have a bigger impact for more personal marketing with “Undoubtedly.” This indicates that the new communication form of a forum is the way to achieve a more personal approach in order to succeed as a high-end fashion brand.

Here the link to FASHION ON A WIRE
http://foaw.createaforum.com