

# Uncovering the Impact of Fashion Marketing and Management

with Ian Phau

The *Journal of Fashion Marketing and Management* is celebrating its 20th anniversary and to celebrate this great achievement, the journal's Editor has selected Ian Phau (Curtin University) as the winner of the 'Journal of Fashion Marketing and Management Outstanding Achievement Award'.

This award was given to Ian for his support to the journal throughout the last 20 years, as a reviewer, author and a loyal EAB member. Additionally, Ian has been the Guest Editor of two successful Special Issues on 'Luxury' fashion, generating over 35,000 downloads between the two issues.

We caught up with Ian to find out how he feels about winning the award, how the journal has impacted on his career and what has changed within the industry during this time.



## **How do you feel about winning the 'Journal of Fashion Marketing and Management Outstanding Achievement Award'?**

The *Journal of Fashion Marketing and Management* is known for its strong contribution to the academic and industry community. The luxury and fashion industry is an ever-changing sector and hence, it is crucial that industry firms are continually aware of the latest trends and developments. *JFMM* has demonstrated a strong commitment to rigorous and robust academic research which has real industry impact, thereby providing a platform for readers to better understand the issues which industry firms face. Through this commitment, the journal has claimed recognition and international prestige.

To be recognised by such a prestigious journal is in itself a humbling experience. I am very thankful to have had the opportunity to be involved with, and to contribute to this ever evolving journal. While being involved with *JFMM*, I have witnessed the increasing quality of submissions as *JFMM* has continued to encourage and facilitate heightened levels of rigour and robustness in research. I am very thankful to be recognised for my contribution to the 20 year old journal, and hope that I am able to continue to contribute and be actively involved in the years to come.

## **How has the *Journal of Fashion Marketing and Management* helped to develop your research career?**

While striving for more industry relevant research which is academically rigorous, *JFMM* has developed an active and engaged community of industry and academic professionals. By maintaining such an active community of leaders within the fashion and luxury industry, *JFMM* has provided the means for me to collaborate and network with others within this industry. Throughout my research career, *JFMM* has continued to function as a platform for networking and communication, and has often led to further research opportunities and publications. If not for the continued facilitation provided by *JFMM*, maintaining networks with professionals in the fashion industry would have been much harder and would have hindered further research collaborations.

Being part of the Editorial Advisory Board has allowed me to continually be active in the research community and gain a better understanding of issues that other researchers are engaging in and industry firms are facing. Not only has this allowed me to better understand the fashion literature, but also provided more insight in my own research publications.

Throughout the development of my career at Curtin University, my engagement and involvement with *JFMM* had continually been duly reflected upon favourably. While applying for grants and other awards, my engagement with *JFMM* has allowed me to continually progress in my career.



**Do you feel your research has made an impact in the 'Fashion Marketing and Management' research area, if so, how?**

As it noted as part of the award qualifications, I have been privileged to be involved in two 'luxury' special issues within *JFMM*, apart from numerous other publications throughout the years. By being involved at this level with *JFMM*, my research has continued to contribute towards this important area of research. Most notably, most of my research has been conducted within the luxury sector, hence the research has continued to develop this niche market, providing an important and necessary platform for future researchers to engage and conduct research within this sector.

Further to this, my research has explored numerous different facets within the luxury sector, including luxury counterfeits, tourism, country of origin and masstige goods. By engaging in a range of different luxury areas, my research has facilitated the development of an active luxury research community across all sectors of luxury research. As was noted by the large number of downloads for the special issues, the luxury industry is rapidly evolving, demonstrating the necessity of such a platform for luxury researchers.

**Have there been any significant industry/market changes or developments that have occurred since being involved in the journal?**

Luxury was once a somewhat foreign concept, a concept which was reserved for the elite. Yet now, luxury has evolved into a common play term which is used in almost every context and in every class of prestige. Luxury is a term which is continually changing, and through my time being involved within the Journal, I have been witness to the changing focus of luxury. Most notably now is the uptake of what some researchers have termed 'masstige goods'. This has been an interesting trend to explore and watch as researchers explore how smaller goods such as chocolate and in some cases even toilet paper are advertised as luxury in the hope that they will develop an attainable luxury for aspiring middle class consumers. Hence, as the concept of luxury continues to change, a playing field of middle class and elite consumers has evolved, continually responding to each other's moves. Through my time being involved in *JFMM* I have been able to witness these advancements, which are of most interest to me. I look forward to continuing to read these advancements to see where the industry leads us next.

The background of the page features a dark, muted color palette with stylized, semi-transparent illustrations of fashion-related items. On the left, a mannequin is shown from the waist up, wearing a light-colored dress with a large black 'X' pattern. In the center, a full-length black dress hangs from a hanger. On the right, another mannequin is partially visible, wearing a light-colored dress. The overall aesthetic is sophisticated and fashion-oriented.

## What have been some of the other key milestones for you as a researcher over the past few years?

In reflection of the strong uptake of the luxury literature, and the ever increasing number of researchers exploring this industry, I realised the necessity to develop a cluster focused purely on this sector. Hence, in recent years, I have founded the 'Luxury Branding Research Cluster', within the School of Marketing at Curtin University. The cluster focuses solely on research within the Luxury and Fashion sector. Already, the cluster has over 30 academic and student members who are actively participating in further research which contribute to literature within this area.

Most recently, we were also able to host the first ever "Mystique of Luxury Brands Conference 2016" in Shanghai, China. With over 150 participants, and submissions from 17 countries and over 40 different universities, this will provide a further platform for collaboration and networking within the luxury sector. Not only will this encourage further research, but also more industry relevant and rigorous research. We already have plans for extending the "Mystique of Luxury Brands Conference" for the next few years to Seoul, Singapore and Japan. I also hope that *JFMM* can also dedicate a special issue for this conference in the near future – personally I think it is the most relevant outlet amongst all the other journals.