

## A CASE STUDY OF THE FASHION SHOW CURATORIAL AND EXPERIENCE MARKETING THE PERSPECTIVE OF THE ACTOR NETWORK THEORY

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### ABSTRACT

The aim of this study is to explore the fashion show of the QUALIA design and business experience marketing through the actor network theory (ANT). This study uses case study to explore business sponsorship fashion show activities. The participants can build through the atmosphere, emotional space to create, meticulous fashion curatorial design, to experience the meaning of culture and creativity. This study establishes the action network process of the fashion show activity and the commercial experience marketing innovation service. Different from the past fashion show focused on specific people or things concerned. Follow the different actors observe the dynamic changes in the participation process. The results thinking from network of actors both human and non-human actors interact with each other. Through the heterogeneous network staggered links. In this study we constructed the action network elements of fashion show and experience marketing. The commercial fashion show experience marketing activities, through the ANT heterogeneous network staggered links, (includes brand, designer etc.) active participants, and (exhibition supermodel, media celebrity etc.) passive participants to maintain the relationship between the actors. The actor's network translation process, both the human and non-human actors interact with each other, the actor's active role in the value of the interests of the action, but not necessarily equal relationship. And through the expansion of the actors to create a stronger network system, can be fashion industry network structure and relationship to effectively adjust and change. Construction of fashion experience marketing value connotation of the action network service network system.

**Keywords:** Fashion Show, QUALIA, Actor Network Theory (ANT)

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## 1. INTRODUCTION

Fashion show is to connect clothing, performers, story situations, in specific space with hardware equipment, carrying extra skills, to achieve the design of the creative theme and purpose of the presentation. The use of catwalk on the stage, the decorations, performance techniques, combined with the participants of the inherent emotional perception. Fashion show through the curator design to create the situation and tell the story, will people, things, emotions into the art and design creative experience. Fashion show curator in cultural and creative life plays an important role, is to build the audience and designers, brands and consumers, business and media communication between the communication bridge, not only to provide fashion trends and life style aesthetic experience, but also for the designer, brand or business to create more business value and enhance the image.

Relating to the theme of fashion show curator of the author of this series of studies, Shu Hui, Ming Chw & Tzu Chiang (2016) proposed Qualia into the Fashion catwalk case analysis, cultural and creative thinking is through the sensible fashion show curatorial structure, culture is the source of design thinking. The pursuit of sensibility and creative fashion show, cultural creativity is to create the root cause of moving goods. Modern fashion show must be designed to create a "touching goods" design thinking, into a "sensual creative" service field environment. At the same time from the perspective of sensory design to explore the fashion industry curator design activities of the application. Pointed out that the fashion show of the audience's perception of QUALIA emotional, including attractiveness, beauty, creativity, delicacy, and engineering of the five major levels. The target audience can internalizes the awareness of culture and creativity through atmosphere building, story-telling, perceptual-space creating, touching-experiences shaping from curatorial design of fashion industry.

The brand offers unique opportunities through experiential events to attract the target audience as a strategy for brand marketing. More brands to create service value, the audience in the experience to strengthen brand identity and brand perceived quality. Yang B. T. & Tang H. L. (2016) from the point of view of experiential marketing into the fashion show full range of dynamic experience. This paper puts forward five structural priorities of experiential marketing, which are sensory experience, association experience, action experience, thinking experience, emotional experience factor. Easy to plan for a better experience both different fashion dynamic show, and creating a unique brand value. Therefore, this study to commercial sponsorship fashion show curatorial activities as a case study, through the ANT to explore the relationship between fashion show design and business experience marketing. In the actor network system, the human and non-human actors interact with each other. The purpose of the study is to understand the fashion show marketing innovation, to construct the action network of the dynamic fashion show curator design, and to explore the connotation and value relationship of experiential fashion show curatorial.

## **2. LITERATURE REVIEW**

### **2.1. Fashion show and experience marketing**

The fashion show includes many elements, such as active space design (including event location, stage design, stage backplane vision, lighting, music, special effects, seating arrangements, line planning), public relations promotion (including invitations cards, celebrity participation, tickets, press releases, event posters, social networks, webcasts), performers (including model selection, performance training, walking show choreography, live performance), and brand (including brand goods, merchandise style, modelling with), and others (including the band with the staff, preservation, gifts, meals, cock-tail party) and many more elements of the design experience (Yang B. T. & Tang H. L. 2016).

The experience of creative life industry includes the creativity of service and activity, high quality beauty including field, and product creativity. Facing the experience of economic trends, fashion life industry how to use "experience" to create economic benefits and deep cultural value, is definitely worth in-depth discussion. Schmitt, B. (1999) marketing creates five different types of experiences for customers which are distinguished that marketers can create for customers. Senses can attract people's attention, emotion to make the experience into a personal connection, thinking to strengthen the understanding of the experience, action to arouse people's experience of the input, and the association which develops the experience into a broader context of meaning. Experience is achieved through the providers' action, and the goal of experiential marketing is to create experiences that integrates personal experience into the overall process.

Hui-Yun Yen & Rung-Tai Lin (2012) design is a series of communication activities, cognitive communication gap can't open then the design can be successful. Therefore, the fashion show design which landscape environment to provide visual, auditory and other stimulus. The essence of the exhibition is the spread of culture, and art is also a medium. Participate in the fashion experience and artistic enjoyment, thinking about how to experience the process, touching the strategy, through the emotional landscape and sensory products, shaping and deeply moved the customer moved. According to Brad Nierenberg, experiential marketing is trying to attract them to engage in a dialogue and two-way interaction between the consumer and brand to establish contact and interaction, business can be experienced through the activities to convey marketing strategies and ideas.

### **2.2. Actor network analysis the composition of the fashion show**

Actor Network Theory (ANT) is a sociological analysis method proposed by French sociologists Michel Callon & Bruno Latour (1981). ANT is a heterogeneous network that studies the interaction between people and non-human actors. The construction of scientific knowledge and technology, not only by the social (interests) to decide, but at the same time by the people (society) and non-human (tools, objects, research, etc.) constitutes a variety of heterogeneous

components. They do not have a causal relationship but construct each other and co-evolve, forming a network dynamic process of heterogeneous actor network to jointly determine the construction of the expansion. Latour (1983) argues that actors are independent resource points that require the process of translation, that is to say participants must have a consistent purpose and consensus, the relationship within the network agreed to the establishment of the situation. Through the translation process is to link the scattered resource owners, and gradually expand into a strong network of actors. Callon (1986, 1991) the actor network is the result of a translation, the general consensus reached by the actors must depend on the breadth and intensity of the network being built. The key core mechanism of translation is problematization, interestment, enrolment and mobilization.

This study explores the relationship between fashion show in social life and industry. The actors of fashion show include fashion brand, designer, performer, construction worker, audio and video producer, media celebrity and consumer. The non-humans actors consists of costume exhibits, display environments, music and lighting, commercial announcements, thematic marketing and event promotion. This is a fashion show with a variety of forms of expression such as the way to publish fashion information, to provide participants with pleasure and satisfaction with the experience. From the idea of cultural and creativity, this study presents the elements of fashion show and the viewer's perception process. Fashion is by changing the design concept, color, material, modeling and other creative exhibits, through the apparels, the model to the dynamic performance performances, show people extended to the design of the main body, the use of stage, lighting, environmental space and other service landscape. Through the music, dance, drama, multimedia video design patterns to create the situation, telling-stories. The performers and participate in the audience as a whole into the art and design of the creative experience. Its composition includes the creation of moving products, creating emotional field, moved after the generation.

In the past related fashion show and exhibition curator issues, the literatures puts more attention in the analysis of clothing design applications, stage performances, fashion modeling, brand commercial and fashion awareness. In contrast, the development of today's social trends in the creative industry, mostly to fashion and art of cross-border cooperation, commodity experience also increases the value. Analysis of QUALIA Fashion show trends with ANT. The elements and characteristics of human and non-human complex heterogeneous network actors help to understand the relationship between fashion show and the relationship between the design and the relationship between action and initiative. The process of interrogation embedded interests and value, help the actors to take a positive action strategy or new development direction, and promote the network system to link and reach sustainable development.

### **3. RESEARCH METHOD**

In this study fashion designers and business cooperation to deal with the fashion show as the subject of research, cross-industry brand sponsorship activities for the new experience marketing. Case studies are sponsored by the theme of the dynamic event activities, through the construction of professional activities landscape, as the brand activities of the participants experience platform for the activities of the curator of the action participants to study. Sample selection of internationally renowned drinking brand in 2015-2016 sponsored designer fashion shows of the theme activities for the study. The reason is that fashion activities play a leading aesthetic trend and creative life. Past fashion shows the majority of the focus of individual events, mostly for the design of creative meaning or commercial promotion. Based on the view of the actor network, this study is not only concerned about the translation mechanism of the active actors and the network dynamics and processes generated by them. In particular to highlight the development of foreign trade activities and the actors involved in the brand association and create value of the activities of the experience of perception.

The samples were purposive sampling, and sampling conditions for the 2015-2016 brand sponsorship fashion event. For the brand industry, fashion designers, event curators, media workers, models and consumers, a total of 10 interviews, respondents A to J number of each interview time of 30 minutes. The study interview project was based on the QUALIA sensory emotion of ABCDE, and to understand the fashion show and brand experience marketing project the real situation. At the beginning of the study, for the fashion show curator, fashion designer and sponsor brand industry, three people by semi-structured interviews with pre-test. In order to compare the translation mechanism of the fashion dynamic activity attribute and the brand personality, and finally build the emotional fashion show of the actor network experience marketing service system.

### **4. CASE ANALYSIS**

#### **4.1. QUALIA perspective fashion show curatorial**

A study conducted by Rung-Tai Lin (2011) examined a cultural product design model that internalizes the awareness of culture and creativity through atmosphere building, storytelling, perceptual-space creating, and touch-experience design. QUALIA design provides a deep understanding of the link between target audience behaviours and new ways of interpreting feature-responses. To investigate the effect of QUALIA empirically, it is necessary to analyse participants' emotions and interactions within the fashion show. This article analyses the psychological processes that produce the various emotional expressions that occurred throughout the fashion show of emotions references the emotional expressions produced in the fashion show and analyses the psychological processes.

The sense of Qualia life and emotional satisfaction, through the emotional value of the five sense of quality: Attractiveness, Beauty, Creativity, Delicacy and Engineering, touch the deepest emotions of consumers, build a unique and increase the value of goods and services, and then lead to the joy of the customer's heart and moved (Lin Rungtai, 2010 a; Lin, R. & Lin, C.L.2010; Lin, 2008 a, c). In this study, the emotional perception experience of the participants in the fashion show is analysed from the perspective of the perceptual design (Fig.1). Including the charm of the feeling, aesthetics, creative touches, delicacy feeling, and fields engineering perception of the five major levels.

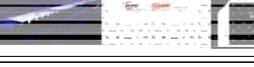
Definition Brand Q & TW Designers Fashion Show in Taipei IN Style, 2015-2016 Venue: Song-Shan Cultural Park in Taipei, Taiwan			
Aspects of QUALIA	Connotation	Design Element	Participant Emotional
Attractiveness	Type attraction Brand Image design style Brand Equity		Famous Designer Fashion luxury brand Brand fans and VIPs
Beauty	Clothing Fashion Exhibit Design Sense emotion Aesthetic style		Supermodel Luxury design Visual beauty Fashion showpage rend
Creativity	Novelty Interesting Surprise Pleasure Sense		Famous Actress Vocal Performance Art Ballet Dance
Delicacy	Services Intertial space Event Planning		Professional trade, Info Business Exchange Media Interview
Engineering	Field experience Atmosphere tone Comfortable		International trade show Professional show International runway

Figure 1: Qualia fashion show curatorial

#### 4.2. Fashion show ANT translation mechanism

Fashion show participants include brand buyers, VIPs, media workers, fashion critics, journalists, columnists, fashion ladies, political and business elites. Target audiences can be divided into four categories: clothing buyers, media workers, celebrities, consumers. Fashion buyers have strong epidemiological capacity to predict future market trends, for buyers to establish a strong relationship with the fashion brand. Because it will be beneficial to both sides, it is very important for media workers to provide timely business news and important trends. Celebrities and ladies are trendy leaders, through mass media such as televisions, newspapers, fashion magazines, social networks, internet celebrities and fashion bloggers.

This study can take a break from the ANT point of view to focus on a single event or for a specific person, to clarify the fashion show QUALIA design consensus and advocate of the problem (Fig. 2). This article follows the context of the different actors. The actors have to go through obligatory passage point of the solution, observe the generation and transformation of these actors. In order to understand the actors involved in the brand dynamic show, construct each other together constitute the interdependent network dynamic process. This study takes the fashion show in creative life industry as the research object, exploring the experience elements and relevance of the predictive fashion shown through the perspective of the action network.

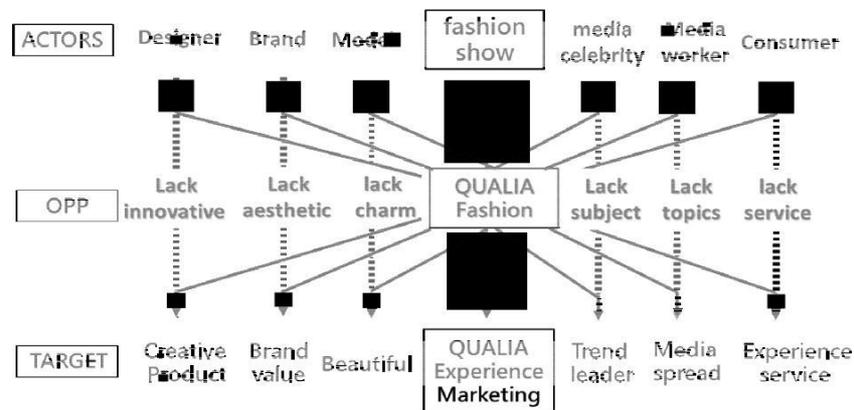


Figure 2 : QUALIA fashion show ANT obligatory passage point

QUALIA show curatorial construction process, this stage of the actor members of the common interests and benefit of the translation mechanism, the process meaning:

1. problematization: First define the main actors in the fashion show activities and related actors, including designers, brand operators, models, performers, media workers and consumers. QUALIA design is network actors are concerned about the issues, as the fashion industry curator design basis, its objectives and problems have their own need to break through. Different actors based on different interests, through the proposed initial recommendations consensus.

2. interestment : Through different actors to get a consensus between each other and the relationship between reciprocity, the main task of this stage is through the realization of the benefits of fashionable activities of the interests of reciprocity, to strengthen the network within the actors. But also to the fashion industry experience the issue of marketing more clearly, resulting in mutually beneficial interests of reciprocity and interest, and can attract foreign investors willing to join the fashion industry-related art performers and mass consumers to build an expanded industrial network relationship.

3. enrolment: The fashion show experience marketing through sensual design into a clear guide. Network of actors to reached consensus and co-operation in their own interests under the multi-party consultation process, to achieve a common partnership to promote the creation of moving products, emotional landscape, perception of the task of the partnership.

4. mobilisation: When fashion show through the qualia curatorial and other actors linked to the network interaction. The development of fashion industry to form a network of institutional alliance relations, indeed through the provision of innovative services to offer the translation process, will give different actors positioning and tasks. Fashion industry through the launch of more relevant actors to join, to continue promote synergies and alliances.

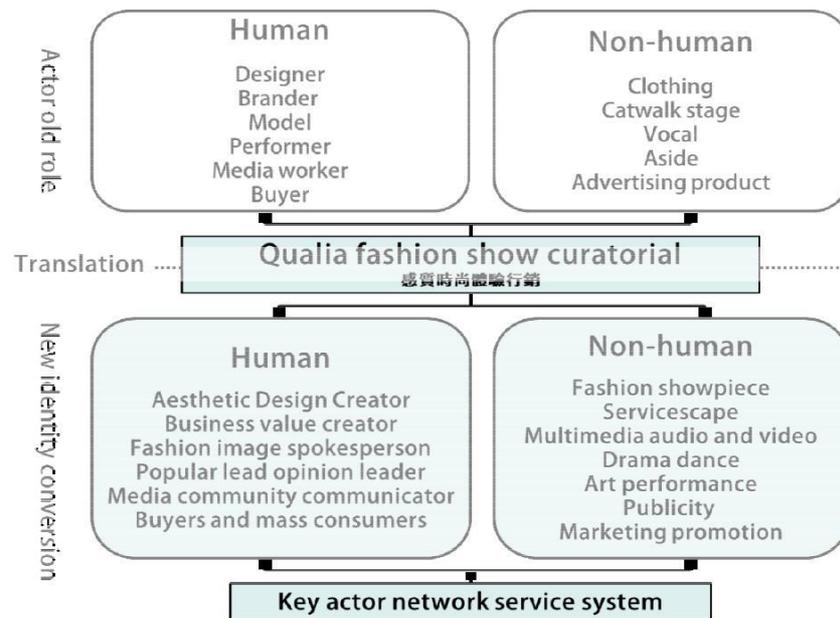


Figure.3: Qualia fashion show actor network service system

The empirical results of this study, the construction of dynamic show feeling curiosity experience service, ANT to expand the organization of the network and the flexibility of member tasks. To provide the fashion industry's sensual design, emotion innovation, integrated experience services. Promote the development of fashion industry the actor network service system (Fig. 3), by mobilizing more actors to join the network system, for the industry to seek new opportunities for transformation and development.

## 5. CONCLUSION AND SUGGESTION

In this study, through ANT, researcher constructed the connotation and value of the development of fashion sensory experience. Network link interactive point of view that you can get rid of only the role of the participants in the imbalance, which can be more balanced fashion industry QUALIA of curiosity design and experience marketing. Experience marketing the human roles (including designer, brand, model, entertainer, media worker, buyer), and non-human roles (clothing, activities arena, music, narration to explain, advertising products), are included in the same important position. All involved human and non-human actions are cooperative relations. Have the opportunity to cohesion of consensus and recognition, to promote the value of collaborative creation.

Lin Rungtai (2013) said through the design pattern to create the situation, tell the story, write the script, then design products provide a sense of perceived value to the fashion viewers. The fashion show is a dynamic form of communication platform, fashion show is based on "clothing display" as the basis, and to link exhibits, performers, storyboards, in specific space with hardware equipment and external skills. In order to achieve the design of the creator of the theme, purpose, beautiful presentation, use the stage decoration, performance techniques and participation the audience's emotional perception, through the "curator design" to create the situation and tell the story.

The results show that the commercialization of fashion show experience service innovation, thinking from the network of actors both human and non-human actors interact with each other. Through the heterogeneous network staggered links. A sense of quality shaping is an important translation mechanism, through the sense of QUALIA as a key actor to transform the new role of connotation. Brand fashion show curatorial in the creative life plays an important role, is to build a brand, designers, media and consumers between the fashion industry communication and communication's bridge.

Conclusion the case interviews 10 actors in the QUALIA experience marketing translation mechanism process. The main key actors are the role of identity and task conversion, including the new identity of the actors into aesthetics design creative, business value creators, fashion image endorsement, popular lead opinion leaders, media community communicators, buyers and mass consumers etc. endorsement and identity. Expand and increase the participation of new actors, such as fashion apparel exhibits, sensory field and environment, multimedia audio and video, drama dance, art performance, media promotion and marketing promotion, and expand the relationship between the network, these changes show a consistent direction of cooperation. Through the action of the operator to build a fashion sense of curiosity, key actor of the network service system, not only to achieve the fashion industry experience the formation of sensory value, while promoting the network system, the key actors can also perform their duties, coordination and cooperation, so as to expand the experience of marketing new service network system.

This article from the fashion show experience marketing to discuss the design and performance characteristics of fashion show. Fashion show outside the level of internal cognitive emotions, into the emotional experience of the introduction of fashion show elements, converted into tangible fashion creative goods and exhibition field, and the development of fashion show design of commercial services. The establishment of fashion dynamic show of the actor network architecture process. Set the "QUALIA Curatorial" as the OPP of the network actor and is the translation mechanism of the common interest benefit of the actors. The process is decided by the actors, next the marketing activities of the brand industry is to determine the scope of integration of technology, such as the venue and stage design, public relations to promote the scope of the show performers, other field experience element design.

Fashion experience marketing from the network of actors thinking, which although both human and non-human actors are mutual influence, but not necessarily equal relationship. The QUALIA design of the expansion of the heterogeneous network links. The case of the actor network system translation process, there are also conflict of the restructuring process. Show clothing and supermodel ladies may lose focus design focus, triggered other negative media topics. The common benefit interests of the actors can maintain the relationship between the actors and create a stronger network system. Can effectively adjust and change the fashion industry network structure and relationship.

The conclusion is that the fashion show is both the exchange of fashion culture and a form of art exhibition. Participants can build through the atmosphere, emotional space to create, meticulous fashion curatorial design. In the social network to experience the human and non-human network of actors will be the perfect combination of culture and business services model.

This paper is based on ANT empirical research, as Murdoch (2000) pointed out that ANT only provides the theoretical basis for rethinking the method that it doesn't solve the problem of real development tools. The problem is still in the original economic context to assess, ANT application still need more case studies to observe and verify. This article applies ANT to expand the fashion industry clothing show the breadth of experience marketing, which break the experience of marketing from the product side, technical, business or industrial environment side of the thinking. Actor network of human and material coexistence is not subject to space constraints. Through the case, it can be understood that the fashion industry experience marketing service innovation key value creation and interaction, is to build a fashion industry network ecology and value to create the concept of the system. The experience marketing service network model to output replication, so that different industries to build the same process and effect.

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