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CURRENT TENDENCIES IN UKRAINIAN CLOTHES BRANDS

Today Ukrainian clothes market is on the development stage. The share can be found for all new producers. So the market is rather perspective for manufactures.

National product doesn't cost much. That's why such target as huge profit is difficulty reached by Ukrainian producers. But many experts believe that the largest profit volume will get companies that know how to promote their trademark. Recently sewing products with trademarks progressively have being pulling down unknown origin products.

Branding at Ukraine's clothes market is developing in two main directions. The first one points out that world manufactures provide their brands. These actions are aimed at forming Ukrainian customers preference towards their trademarks. On the other side the number of popular foreign brands isn't so great and not all their sellers can offer clothes production for Ukrainian buyers' tastes. Today customers prefer a universal product that can be worn everyday and everywhere. The second direction stresses that the reason of appearing the trade network brands is the development of retail trading. So in the nearest future customers will prefer a buying placement more then a trademark. That's why world brands distributors try to join forces of producers' brands and trade networks brands for promotion. By the way promotion and performing something own and interesting is mostly the only chance for Ukrainian brands to separate from world ones.

Every year international corporation S.V.S. organizes the brands contest. It is based on marketing research of products and services using the questionnairing of country's population by the direct mail system. Its results show customers preferences while choosing and buying products and services. The information about the brands contest is regularly published in the bulletin and at the Internet brands portal www.brand.kiev.ua. Also data is printed in media. Selected information is translated on the radio and television programs.