INTRODUCTION

At present, China clothing brands is confronting with the transformation of production mode and industrial upgrading, therefore how to realize the extension of brand positioning has attracted wide attention. Some brands are trying to take developing custom business as one path for the brand extension, which leads to the operation mode and design patterns of the original clothing brand are not suitable or inadaptable for the issue of customing clothing brand. This paper, does research on the problems existing in the operation and design of custom clothing brand in our country at present, and mainly discusses the construction of the dynamic multi-dimensional positioning system of the custom clothing brand and establishment of custom clothing brand design pattern. For constructing the dynamic multi-dimensional positioning system of the custom clothing brand, it is supposed to be set on the basis of thinking of a positioning method, process, content, structure and reference to research results of dynamic positioning model and diamond model.

2 DYNAMIC MULTI-DIMENSIONAL POSITIONING OF CUSTOMIZED CLOTHING BRAND

Since the concept of market positioning was put forward in the beginning of the 20th century, western scholars have made lots of achievements in the research of positioning theory. Throughout the proposal and development of positioning theory, the positioning range has experienced a change from advertising positioning to product positioning, and then to the expansion process of the marketing strategy positioning. This chapter, refering to the core content of dynamic positioning theory and location theory in the contemporary marketing positioning theory, in view of the dynamic development of the brand, combined with analysis of level of factors for customized apparel brand, find the core positioning points what customized apparel brand consumers pay attention to, further refine the progress to the brand interests positioning, value positioning and attribute points positioning, and establish dynamic
multidimensional positioning system of customized apparel brand.

2.1 Theoretical References for the Establishment of Dynamic Multi-dimensional Positioning System

2.1.1 Reference for Dynamic positioning theory
Shanghai Jiaotong University Professor Yu Mingyang put forward the concept of brand dynamic positioning in works "brand positioning", and proposed dynamic positioning model in "Research on Model of Brand Dynamic Positioning" published in academic papers in the year of 2010. As shown in the figure, dynamic positioning model, with the premise hypothesis of "change" taking consumers, competitors and the enterprises as main dimensions, the macro environment, and industry as the supplementary dimensions, observes and analyzes from five dimensions and completes brand repositioning.

2.2 Establishment of Dynamic Multi-dimensional Positioning System

2.2.1 The Choice of Positioning Points of Customized Clothing Brand
Market positioning is to establish a different image to meet their value or interest needs with the company's products, services, or the company itself in the eyes of the target customers. The core of the positioning is to realize the differentiation among the competitors when meeting the customer's interests, and therefore the market positioning, also known as the differentiation positioning. This paper, referring to the research results of the positioning point, divide the positioning point selection process of the clothing brand into three specific steps. The positioning point selection in fact is process of shaping the brand competition advantage and brand differentiation. That is to say, according to the demand characteristics of the target consumers, based on three criteria (target customer focus, superiority to competitors, authentity), select the corresponding interests, value, and property positioning point.

2.2.2 Core Custom Demand of Customized Clothing Brand Consumers
In the choice of interests, value and property positioning point, the identification of the clothing consumers and their needs is always the core content of the positioning point selection and other relevant brand strategy and tactics. Investigation on the characteristics of the target consumers’ demand is the starting point of the multi-dimensional dynamic brand positioning. One of the most critical parts of the establishment of customized apparel brand dynamic multidimensional positioning system is the
classification of custom mainstream consumer groups and the recognition of core customization demand.

As shown in the figure, dynamic and multi-dimensional positioning system of customized clothing brand can be divided into three steps: dynamic positioning process, namely making tracking analysis of the five main orientation dimensions (consumers, competitors, enterprises, macro environment, and industry environment), which is indicated by S1. The process of selecting the positioning point of customized clothing brand, that is, based on the demands of the customized clothing consumer to each marketing mix elements, to choose the brand-relevant interest positioning point, value positioning point, and attribute positioning point, the steps called S2. Recognition and application of core positioning point of customized clothing brand, namely select main positioning point, sub positioning point, and average positioning point first; and then is the positioning range, width, quantity, standard, and process selection; finally apply them to the element of the marketing mix (product, price, promotion, and channel), named S3. Therefore the steps for the dynamic multi-dimensional positioning of customized clothing brand are S1 to S2 to S3.

3 CONCLUSION

Based on the summary of the market survey, brand core value, and brand characteristics, this paper discusses the operation and design of customized clothing brand. From the three-dimensional space concept, define the 3D design of customized apparel brand as the method of summarizing the design of customized clothing brand from the integration design, standard design and system design the three different dimensions on the view of brand operation. With individual demand motivation as the driving force, the brand strategy as the intrinsic support point, constitute the three-dimensional design system of customized clothing brand, and regard it as the content of the sub module of the custom clothing brand design pattern. This paper, combined with the particularity of customized clothing brand, analyzes the key content of dynamic multi-dimensional positioning system of customized clothing brand, and presents the three steps for constructing dynamic multi-dimensional positioning system of customized clothing brand. It provides a good reference for those who expect to do a research on positioning of customized clothing brand.

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