



Vietnamese Culture in the Fashion Industry: The Case of TiredCity and BARO

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ABSTRACT

The international fashion industry has undergone significant development over the years, in response to the change in consumer preferences, technological advancements, globalization, and socio-cultural shifts. Vietnamese fashion has been steadily gaining recognition and prominence in the global fashion industry with cultural identity and unique aesthetics. The combination of traditional elements with modern influences has resulted in a unique and distinct style that is gaining recognition in both domestic and international markets. The influence of Vietnamese culture in the fashion industry is reflected in many aspects such as design, material, and products. The case studies of two distinct brands Tired City and BARO explore the incorporation of Vietnamese culture in the fashion industry. Both brands aim to celebrate and promote the rich heritage of Vietnamese culture while presenting it in a contemporary and fashion-forward manner. By celebrating Vietnamese culture through their fashion products, Tired City and BARO not only appeal to the local market but also attract international customers. This integration of cultural elements helps foster cross-cultural understanding and appreciation, contributing to cultural diversity and the development of Vietnamese fashion industry.

KEYWORDS

Vietnamese, culture, fashion, TiredCity, BARO.



Introduction

Fashion trends are dynamic and ever-evolving, reflecting changes in culture, society, technology, and individual preferences. Over the years, fashion trends have shown a fascinating interplay between global influences and local adaptations. With increasing awareness of environmental and ethical concerns, sustainable and eco-friendly fashion has gained prominence. Consumers are gravitating towards brands that prioritize ethical sourcing, use of sustainable materials, and responsible production processes. Fashion is becoming more representative of diverse body types, ethnicities, and gender identities. Inclusivity has become a driving force, with brands focusing on creating clothing that appeals to a wider range of people. Technology is influencing fashion through smart textiles, wearable tech, and digital fashion experiences. Augmented reality (AR) and virtual reality (VR) are being used to enhance shopping experiences and showcase collections in innovative ways. It's important to note that fashion trends are not uniform and can vary greatly based on individual preferences, subcultures, and economic factors. While global trends provide a broad framework, local influences play a significant role in shaping how these trends manifest in many countries.

1. Trends of the international fashion industry

The development of the fashion industry

The roots of the international fashion industry can be traced back to the 19th century, where fashion brands and designers began to gain prominence in major fashion capitals like Paris, London, and Milan. Many high-end luxury fashion brands started attracting a lot of high-income customers. The early 20th century witnessed the rise of mass production and the ready-to-wear products. This allowed fashionable clothing to become more accessible to the majorities. Department stores played a crucial role in delivering fashionable clothing to the general public.

After World War II, there was a surge in economic prosperity and consumerism, leading to an increased demand for fashionable clothing. This period saw the rise of iconic fashion brands like Christian Dior and the establishment of haute couture houses. The 1960s brought a fashion revolution with the emergence of youth culture and countercultural movements. Fashion became a form of self-expression and rebellion, with designers like Mary Quant and Pierre Cardin pushing boundaries with innovative designs. In the late 20th and early 21st centuries, globalization transformed the fashion industry. Garment production shifted to low-cost labor countries, and fast fashion emerged, allowing retailers to offer trendy and affordable clothing at a rapid pace. The digital revolution in the 21st century has reshaped the fashion landscape. E-commerce and online shopping have become integral to the industry, and social media has become a powerful marketing tool, influencing consumer trends and shaping brand perception. The increasing awareness of environmental and ethical concerns has driven the demand for sustainable and ethical fashion. Consumers are seeking transparency in supply chains, eco-friendly materials, and brands committed to social responsibility.

In recent years, there has been a push for inclusivity and diversity in the fashion industry. Brands are embracing models of diverse backgrounds and body types, and cultural representations are becoming more prevalent. Fashion technology is rapidly advancing, bringing new possibilities for design, production, and retail. Many new technologies such as wearable technology, 3D printing, and virtual reality are influencing how fashion is created and experienced. The COVID-19 pandemic in 2019 brought unprecedented challenges to the fashion industry. Many brands had to adapt to be suitable with changing consumer behaviors, embrace digital solutions, and focus on sustainability and resilience. The development of the international fashion industry is an ongoing process, shaped by

various factors, from cultural shifts to technological breakthroughs. As the industry continues to expand, it will experience further integration of technology, greater emphasis on sustainability, and continued exploration of new markets and consumer preferences.

Current fashion trends in the world

At present, the growing awareness of environmental and social issues has led to an increased demand for sustainable and ethical fashion. Consumers are seeking eco-friendly materials, ethical production practices, and transparent supply chains. Many fashion brands are incorporating sustainable initiatives into their business models to meet these demands. Eco-friendly products are favored by most customers. Many of them are ready to pay more money for environmental and green items. With the development of the Industry 4.0 revolution, the fashion industry has been rapidly embracing digitalization. E-commerce has become a dominant sales channel, and brands are leveraging technology to enhance the online shopping experience. Virtual fashion shows, digital showrooms, and augmented reality try-on tools are changing the way consumers interact with fashion (Patil, 2021). Consumers' demands and requirements for fashion have indeed become stricter in recent years. With a growing awareness of fast fashion's negative effects on the environment and labor conditions, consumers lean towards higher quality and durable clothing. They are more likely to support brands that actively engage with their community, support social causes, and take a stand on important issues. As consumers become more informed and conscious of their purchasing choices, fashion brands must adapt to meet these stricter demands. Brands that prioritize ethical practices, sustainability, inclusivity, transparency, and technological innovation are likely to attract and retain the increasingly discerning modern consumers.

In production, brands are diversifying their marketing campaigns and product offerings to be more inclusive of different body types, ethnicities, and cultural backgrounds. In response to fast fashion's environmental impact, the slow fashion movement has gained momentum. It encourages quality over quantity, using timeless and durable pieces that reduce waste and promote conscious consumption. Fashion is becoming more gender-fluid, with an increasing number of brands offering gender-neutral collections. The traditional boundaries between men's and women's fashion are blurring as consumers seek more inclusive options. As consumers are seeking unique products that reflect their individuality, brands offer them customization options, allowing customers to personalize garments and accessories according to their preferences. Social media influencers continue to play a significant role in fashion marketing. Many brands collaborate with influencers to reach wider customers and expand the markets. The concept of luxury is also changing. Younger consumers redefine luxury as more than just high-end products; they demand for authentic experiences, sustainability, and social responsibility from luxury brands. The circular economy approach is popular in the fashion industry, focusing on reducing waste through practices like recycling, upcycling, and clothing rental services. Advancements in fashion technology, such as wearable tech, smart fabrics, and 3D printing, are pushing the boundaries of design and functionality in fashion.

There is the emergence of cultural fashion products in the recent days. It reflects a growing awareness and appreciation for diversity and cultural heritage in the fashion industry. As consumers seek meaningful and authentic fashion choices, cultural designs offer a way to embrace global cultures, promote inclusivity, and celebrate the richness of human traditions. Indeed, the combination of cultural factors with modern production technology has become a powerful driver for creating unique and innovative products in the fashion industry. The blending of cultural heritage, traditions, and values with cutting-edge technology not only adds value and distinctiveness to the products but

also fosters a deeper connection with consumers who seek authenticity and meaningful experiences. Modern production technology can enhance the authenticity of traditional craftsmanship while increasing efficiency and precision. Fashion designers and brands often draw inspiration from cultural symbols, motifs, and folklore, incorporating them into their designs using digital tools and techniques. Modern production technology enables fashion brands to adopt eco-friendly materials, transparent supply chains, and ethical production methods, aligning with cultural values and attracting conscious consumers. Brands can leverage virtual and augmented reality to create immersive experiences that showcase cultural stories and heritage. Modern technology has facilitated global collaboration between designers, artisans, and creators from different cultural backgrounds. Cross-cultural fusion brings together diverse perspectives and results in products that celebrate cultural diversity and intercultural exchange. Cultural elements provide rich stories and narratives that resonate with consumers on a deeper level. The combination of cultural factors and modern production technology in the fashion industry allows for the creation of unique and meaningful products. By blending heritage with innovation, brands can cater to diverse consumer preferences, foster cultural appreciation, and set themselves apart in a competitive market. This harmonious integration empowers fashion brands to showcase the beauty of cultural diversity while staying relevant and responsive to the changing demands of consumers.

2. Vietnamese Fashion Industry

History of Vietnamese fashion industry

The history of the Vietnamese fashion industry reflects the country's cultural heritage, colonial influences, and economic development. Before the arrival of European colonists, Vietnam had a rich tradition of clothing that varied across different regions and ethnic groups. Traditional clothing like the Ao Dai for women and the Ao Giao Lanh for men were commonly worn. During the French colonial period (mid-19th century to mid-20th century), Western fashion began to influence Vietnamese clothing styles. European fashion trends, including tailored suits and dresses, were adopted by the elite and urban population. The fashion industry of Vietnam was disrupted during the Vietnam War (1955-1975), as the focus shifted to survival rather than fashion. Traditional clothing remained popular in rural areas, while urban areas saw a mix of Western and traditional attire. After the war, Vietnam underwent a period of reconstruction and economic reforms. The fashion industry began to revive, with an increase on mass-produced clothing. In the late 1980s and 1990s, Vietnam's economic reformed and opened up trade and investment opportunities. This led to the establishment of garment factories, attracting foreign fashion brands for manufacturing. The early 2000s marked a shift towards a more vibrant and diverse fashion scene in Vietnam. Local designers started gaining recognition, and fashion events and shows began to take place in major cities. With increasing globalization, fast fashion brands entered the Vietnamese market, offering affordable and trend-driven clothing. This led to changes in consumer preferences and a shift towards more Western-influenced fashion (Nguyen, M. T., 2016).

In recent years, Vietnamese designers and brands have been following global trends on eco-friendly materials and sustainable practices. Vietnamese fashion reflects a blend of traditional elements and modern aesthetics. Designers often draw inspiration from the country's cultural heritage while infusing contemporary styles. The Vietnamese fashion industry has come a long way, from its traditional roots to embracing modernity and global trends. With a rich cultural heritage and a new generation of talented designers, the industry continues to evolve, contributing to the country's cultural expression and economic growth.

Characteristics of Vietnamese culture in fashion

Vietnamese culture has undoubtedly left a lasting impact on the fashion industry, both in domestic and international market. From the iconic Ao Dai to the incorporation of ethnic influences and traditional textiles, Vietnam's rich heritage continues to inspire and shape modern fashion designs. As the industry becomes more conscious of sustainability and ethical practices, Vietnamese cultural values of craftsmanship and environmental preservation become more popular in the world of fashion. The fusion of tradition and modernity creates a distinct Vietnamese style that continues to attract attention and appreciation from fashion enthusiasts worldwide (Bui Tuan An, 2023). Some traditional features of fashion in Vietnam are known as:

1. Dress discreetly: Vietnamese culture places emphasis on modesty and propriety in attire. Traditional clothing is known for its elegance and graceful appearance, covering the body while still exuding femininity. This sense of modesty carries over into modern fashion, where clothing tends to be more conservative and less revealing.

2. Wear multiple layers: Layering is a common feature in Vietnamese fashion, especially during colder months or in mountainous regions. This practice allows individuals to adapt to changing weather conditions, adding or removing layers as needed.

3. Design with shapes and proportions: Vietnamese fashion often emphasizes clean lines, simple silhouettes, and well-balanced proportions. The focus is on creating harmonious and flattering shapes that complement the body.

4. Comfortable styling: Comfort is a crucial aspect of Vietnamese fashion. Clothing is designed to allow for ease of movement, reflecting the practicality and relaxed nature of Vietnamese culture.

5. Characteristic colors of an agricultural nation: Vietnamese fashion often draws inspiration from the country's agricultural heritage. Earthy tones such as shades of green, brown, and beige, reminiscent of rice paddies and lush landscapes, are commonly used in clothing designs.

6. Natural materials: Vietnam's rich natural resources influence the use of materials in fashion. Natural fabrics such as silk, cotton, and hemp are commonly employed for their breathability, durability, and connection to traditional craftsmanship.

7. Preservation of traditional techniques: Vietnamese fashion takes pride in preserving traditional techniques, such as embroidery, weaving, and batik printing. These elements are often incorporated into contemporary designs, reflecting a fusion of old and new.

Vietnamese fashion holds a unique position in the Asian region, combining elements of traditional charm and modern flair. Over the years, Vietnamese fashion has garnered attention and appreciation from neighboring countries and beyond.

Vietnamese culture in the fashion industry

The Vietnamese fashion industry has experienced significant transformations in recent years, driven by various factors such as economic development, globalization, and changing consumer preferences. In the late 20th century, there was a renewed interest in preserving and promoting

Vietnamese traditional clothing (Vuong Ha, 2023). The iconic Ao Dai, which had faced a decline in popularity during certain periods, experienced a resurgence and became a symbol of national identity. Fashion designers began incorporating modern elements into the Ao Dai, making it more versatile and appealing to a broader audience. With the economic reforms and increasing exposure to international fashion trends, a new generation of Vietnamese fashion designers emerged. There has been a surge in the number of Vietnamese fashion designers with a growing sense of cultural pride and exposure to international fashion trends. These designers blend traditional elements with modern aesthetics, showcasing Vietnam's creative potential on a global stage. They also blended traditional Vietnamese features with modern design sensibilities, creating unique and innovative collections. Their works gained recognition both domestically and internationally, contributing to the growth of the local fashion industry.

As environmental consciousness rises, there is an increasing demand for sustainable and ethical fashion in Vietnam. More fashion brands are incorporating eco-friendly materials and adopting responsible production practices to cater to this growing consumer segment. The global movement toward sustainability and ethical fashion practices has also applied into the Vietnamese fashion industry. Local designers and brands are increasingly adopting eco-friendly materials and ethical production methods. This reflects a growing awareness of environmental issues and a desire to embrace responsible fashion practices in line with traditional values of respect for nature. Influenced by global pop culture and social media, Vietnamese youth have embraced streetwear and urban fashion. Local streetwear brands have emerged, combining Vietnamese cultural symbols with contemporary street style. These brands often incorporated Vietnamese cultural motifs and symbols into their designs, adding a distinctive local touch to the global streetwear movement.

The rise of e-commerce platforms has revolutionized the retail market in Vietnam. Online shopping has become increasingly popular, offering consumers access to a wider range of fashion choices and brands. Many online platforms with thousands of sellers can be named are Shopee, Ladada, Tiki... Vietnamese fashion designers and brands are collaborating with international fashion houses and retailers, promoting cross-cultural exchanges and introducing Vietnamese culture to a global customer. The establishment of fashion weeks and events in major cities like Ho Chi Minh City and Hanoi has contributed to the growth of the Vietnamese fashion industry. These platforms provide opportunities for designers to showcase their talent and connect with industry professionals. There has been a notable blending of traditional Vietnamese elements with modern fashion trends. Designers often incorporate traditional patterns, colors, and textiles into contemporary clothing, bridging the gap between heritage and modernity.

Vietnamese culture in fashion is characterized by modesty, comfort, and a connection to the country's agricultural heritage. The industry has witnessed significant changes, with a focus on sustainability, the rise of local designers, and the integration of traditional elements with modern designs. As Vietnam's fashion industry continues to evolve, it embraces its cultural identity while embracing global influences, reflecting the country's cultural roots and contemporary influences. The development of Asian culture and the transformation of the Vietnamese fashion industry are intertwined, reflecting the rich tapestry of traditions, artistic expressions, and societal changes that have shaped the region. As Asia continues to evolve and engage with the global community, its diverse cultural heritage remains a source of inspiration and pride for the fashion industry and beyond. The Vietnamese fashion scene, in particular, stands as a testament to the fusion of tradition and modernity, exemplifying the country's creative spirit and its vibrant cultural identity. Vietnamese culture in fashion is marked by its ability to preserve and celebrate traditional elements while

embracing contemporary influences. From the iconic Ao Dai to the use of traditional textiles and ethnic motifs, Vietnamese fashion designers find innovative ways to infuse cultural heritage into modern designs, creating a distinct and vibrant fashion identity that resonates with both local and global audiences. Vietnamese fashion has evolved from its traditional roots to embrace modernity and global influences. It continues to be a dynamic and ever-changing industry, reflecting Vietnam's rich cultural heritage and its openness to new ideas from around the world.

3. Methodology

Combining various methodologies to analyze a complex topic like "Vietnamese culture in the fashion industry: The case of TiredCity and BARO" can provide a comprehensive and multi-dimensional understanding. Here's how these methodologies could be applied:

Literature Review: Begin by conducting a thorough literature review on the international and Vietnamese fashion industry and the cultural influences of TiredCity and BARO. This will provide a foundation for understanding the context and existing insights.

Stakeholder Identification: Identify the key stakeholders involved, including designers, consumers, fashion critics, cultural experts, artisans, and the brands themselves (TiredCity and BARO).

Content Analysis: Analyze the content produced by TiredCity and BARO, such as their collections, promotional materials, and statements. Examine how they present and communicate their incorporation of Vietnamese culture.

Cultural Experts' Insights: Engage with cultural experts or historians' research to gain insights into the authenticity and cultural accuracy of the fashion designs. Their perspectives can provide valuable context and validation.

Social Media Analysis: Analyze social media platforms to understand consumer reactions, comments, and discussions regarding the incorporation of Vietnamese culture by these brands.

Ethical Considerations: Include an analysis of the ethical considerations related to cultural appropriation, authenticity, and representation in the designs.

Cross-Comparison: Compare the viewpoints of different stakeholders to identify areas of agreement and divergence. This can lead to a more nuanced understanding of interests and motivations.

Case Study Analysis: Deeply analyze specific collections or pieces from TiredCity and BARO that prominently incorporate Vietnamese cultural elements; Discuss how these designs align with the interests of different stakeholders and whether they effectively convey the intended cultural narrative.

By combining interest analysis with other research methodologies, such as content analysis, interviews, and social media analysis, the research gives a holistic view of how different stakeholders engage with and perceive the incorporation of Vietnamese culture in the fashion industry. This approach allows for a deeper exploration of motivations, concerns, and impacts, contributing to a more comprehensive understanding of the topic.

4. Case study of TiredCity and BARO

TiredCity

TiredCity is a fashion brand founded in 2016 that seeks to bring a unique blend of comfort, style, and cultural identity to its customers. The core idea behind TiredCity is to create clothing and accessories that cater to individuals seeking trendy and fashionable products while also embodying a sense of relaxation and ease. The brand aims to promote a lifestyle that balances fashion-forward choices with comfort, catering to the needs of modern urban dwellers with busy lives. Vietnamese cultural elements add authenticity and depth to TiredCity's fashion products. Each design carries a story, reflecting the historical significance, folklore, or symbolism of Vietnam. This storytelling aspect enhances the emotional connection between consumers and the brand. The integration of Vietnamese cultural elements in fashion products of TiredCity serves various strategic objectives, contributing to the brand's identity, market positioning, and cultural appreciation. In a competitive fashion market, having a distinct brand identity is crucial. Incorporating Vietnamese cultural elements helps TiredCity stand out from other brands, making its products easily recognizable and memorable to consumers. The fusion of Vietnamese cultural elements with modern fashion trends appeals to both domestic and international markets. It attracts consumers who appreciate cultural diversity and fosters cross-cultural exchange through fashion. Through their fashion products, TiredCity can educate consumers about Vietnamese famous folklores or idioms. This fosters cultural appreciation and understanding, promoting cultural exchange between Vietnam and the global community. Since 2016, TiredCity has collaborated commercially with more than 300 artists to create more than 100,000 products. It also established a creative community Vietnam Local Artist Group (VLAG) with nearly 100,000 members major in illustration and design participating. It holds nearly 20 Illustration Challenge with the participation of more than 2,200 artists across the country and received Certificate of Excellence honored by Tripadvisor for businesses that consistently deliver high-quality customer experiences. TiredCity acts as a bridge to spread creative works from the Vietnamese community of young artists to domestic and foreign creative lovers. TiredCity works with the goal of supporting and developing the creative arts by collaborating with young Vietnamese artists and putting their copyrighted works on highly applicable products. 10% of the product value is sent directly to the artists. (Tiredcity.com).

By featuring Vietnamese cultural elements in their designs, TiredCity contributes to the preservation of Vietnam's cultural heritage. This helps protect traditional art forms and ensures they are passed down to future generations. Vietnamese cultural elements can serve as a source of inspiration for innovative and creative design ideas. TiredCity can reinterpret traditional motifs and techniques in a contemporary context, resulting in unique and fashion-forward products. Incorporating Vietnamese cultural elements in fashion products can instill a sense of pride among Vietnamese consumers, promoting national identity. Additionally, it showcases Vietnam's cultural richness and creativity on the international fashion stage. The objectives of incorporating Vietnamese cultural elements in TiredCity's fashion products go beyond aesthetics. It represents a strategic approach to cultural appreciation, sustainability, and social responsibility, while also offering consumers products that carry the essence of Vietnamese heritage and artistry. By embracing and celebrating Vietnamese culture, TiredCity strengthens its brand identity and market appeal, while also contributing to the preservation and promotion of Vietnam's cultural legacy.

Typical Fashion Products of TiredCity:

1. Loungewear and athleisure: TiredCity offers a wide range of lounge and athleisure wear that combines fashion with comfort. These products are designed to be versatile, suitable for both relaxing at home and engaging in light physical activities, making them ideal for individuals with hectic lifestyles.

2. Casual streetwear: The brand's streetwear collection features trendy yet laid-back clothing suitable for everyday wear. TiredCity's casual streetwear includes t-shirts, hoodies, and comfortable bottoms that are effortlessly stylish and perfect for various urban settings. By offering a blend of loungewear, athleisure, and casual streetwear, the brand caters to individuals seeking stylish and functional clothing that suits their active and busy routines. The brand's appeal to both the youth and tourists reflects its ability to capture the interests of fashion-conscious consumers in urban settings and visitors exploring the city.

3. Accessories: TiredCity also offers a selection of accessories, such as caps, bags, and scarves, designed to complement its clothing line. These accessories not only add a touch of style but also embody the brand's concept of ease and practicality.

Vietnamese Culture in TiredCity's products

TiredCity takes pride in infusing Vietnamese cultural elements into its fashion products, creating a distinct identity that sets it apart from other brands. Some of the Vietnamese cultural influences found in its designs include:

1. Traditional Patterns: TiredCity incorporates traditional Vietnamese patterns, such as lotus flowers, dragon motifs, and geometric designs, into its clothing and accessories. These patterns are representative of Vietnamese heritage and symbolize prosperity and cultural richness.

2. Ethnic Textiles: The brand uses ethnic textiles, like brocade and handwoven fabrics, to create unique pieces that showcase the craftsmanship of local artisans. These textiles often come from different regions in Vietnam, highlighting the country's diverse cultural heritage.

3. Vietnamese Typography: TiredCity occasionally features Vietnamese typography in its designs, adding a local touch to its products. This incorporation of the Vietnamese language reinforces the brand's commitment to embracing its cultural roots.

TiredCity is a fashion brand that aims to offer trendy yet comfortable clothing and accessories while embracing Vietnamese cultural elements. By combining traditional patterns, ethnic textiles, and Vietnamese typography, TiredCity creates a unique and culturally resonant fashion line that appeals not only to locals but also to tourists interested in experiencing and celebrating Vietnam's rich heritage. This approach helps the brand carve out its own identity and sets it apart in the fashion market, particularly among the youth and visitors seeking authentic and culturally significant pieces. With a long-term development orientation that includes sustainability, global expansion, creative collaborations, technological integration, and community engagement, TiredCity is positioned to make a significant impact in the fashion industry while promoting the essence of Vietnamese culture.

BARO

BARO is a fashion brand founded in 2015 with a vision to celebrate the beauty and richness of Vietnamese traditional culture while promoting sustainable and ethical fashion practices. BARO was first started with sneakers using Hue royal patterns called “Annam Heritage” and then developed with BARO Antiques, a project to recreate the costume of the Nguyen Dynasty. The core idea behind BARO is to create a product that not only reflects contemporary style but also embodies traditional Vietnamese elements, fostering a sense of cultural pride among its customers. The brand aims to be a pioneer in promoting the unique in the fashion industry. The incorporation of Vietnamese cultural elements in fashion products of BARO serves several key objectives, contributing to the brand's uniqueness, cultural appreciation, and market appeal. By infusing Vietnamese traditional cultural elements into their designs, BARO aims to celebrate and preserve the rich cultural heritage of Vietnam. This helps to create a sense of pride and identity among Vietnamese consumers and showcases the country's unique artistry and traditions to a global audience. By incorporating Vietnamese cultural elements, BARO sets itself apart from other brands, making its products recognizable and memorable to consumers. The combination of traditional elements with contemporary styles can lead to new and unique fashion creations. The objectives of incorporating Vietnamese cultural elements in BARO's fashion products go beyond aesthetics. It represents a commitment to cultural appreciation, sustainability, and social impact, while also offering consumers products with a deeper connection to the heritage and artistry of Vietnam.

Typical Fashion Products of BARO

1. Handmade painting Sneakers: Sneakers featuring traditional royal patterns are a unique and innovative way to blend traditional cultural elements with modern fashion. Hue royal patterns often hold historical and cultural significance, and incorporating them into sneakers can create a visually striking and culturally rich product. Each product is a unique fashion item that customers can not find anywhere else. Creating products that are inspired by different historical stories is a wonderful way to infuse depth, meaning, and uniqueness into each item. By creating products that are not only visually appealing but also emotionally resonant due to their historical inspiration, it can attract customers who value meaningful connections and unique storytelling.

2. Costume dress: BARO offers a contemporary take on the traditional Ao Dai, incorporating modern cuts, vibrant colors, and innovative patterns. These modern Ao Dai designs cater to both formal occasions and everyday wear, appealing to individuals who wish to embrace their cultural heritage in a stylish manner.

BARO's fashion line showcases a thoughtful fusion of contemporary and traditional elements, catering to individuals who appreciate both modern style and cultural heritage. With a focus on sustainability and handcrafted accessories, the brand positions itself as an ethical and culturally conscious choice for fashion-forward consumers, particularly among the youth in Vietnam and beyond.

Vietnamese Culture in BARO's Products:

BARO takes immense pride in infusing Vietnamese cultural elements into its fashion products, creating a distinctive and authentic style that represents the country's heritage. Some of the Vietnamese cultural influences found in BARO's designs include:

1. **Traditional Motifs:** BARO incorporates traditional Vietnamese motifs, such as pictures and stories of ancient royal relics, lotus flowers, bamboo, and phoenixes into its products by painting.

2. **Eco-Friendly Materials:** BARO uses sustainable fabrics and eco-friendly materials in its fashion products, reflecting Vietnam's strong connection to nature and the environment. The brand's commitment to ethical fashion resonates with the values of Vietnamese culture.

3. **Cultural Storytelling:** BARO's designs often tell cultural stories, drawing inspiration from Vietnam's history and ancient pictures. Each collection is thoughtfully curated to reflect the brand's deep appreciation for Vietnamese heritage.

BARO is a fashion brand with a vision to promote Vietnamese culture through contemporary fashion while advocating sustainable and ethical practices. Through its handmade painting sneakers and other products, BARO celebrates Vietnam's heritage and showcases the country's creative spirit. With a long-term development orientation focused on sustainability, global expansion, community empowerment, and social impact, BARO aspires to be a leading advocate for cultural preservation and eco-consciousness in the fashion industry.

Conclusion

Combining culture with modern elements in fashion is indeed a positive and influential trend. This trend not only allows individuals to express their cultural identity but also promotes diversity, inclusivity, and creativity in the fashion industry. Vietnam's fashion industry has been experiencing significant growth and dynamism, with numerous fashion startups emerging in the country. These startups are contributing to the vibrancy of the local fashion scene and showcasing the country's creative talent and entrepreneurial spirit. "TiredCity" and "BARO" are examples of fashion brands that incorporate Vietnamese culture into their products in different ways. TiredCity focuses on providing comfortable and stylish clothing that reflects the relaxed nature of Vietnamese culture. The brand's designs incorporate traditional motifs, ethnic textiles, and characteristic colors, drawing inspiration from Vietnam's agricultural heritage and connecting young artisans through fashion. With a commitment to sustainable fashion practices, TiredCity aims to create a positive social and environmental impact. Expanding from a single store to 10 stores within a span of 6 years is a notable achievement and indicates successful growth for a business. It shows that your business has been able to attract customers, generate revenue, and build a strong brand presence. The number of its followers on Facebook is increasing day by day and reaches more than 128,000 followers by 2023, which is an impressive accomplishment. On TripAdvisor website, only one single shop of TiredCity received up to 728/752 excellent reviews. Notably, the majority of the reviews come from foreigners coming to Vietnam, which is 744 out of 752 reviews (tripadvisor.com.vn).

On the other hand, BARO chooses a distinctive way. Combining traditional elements like pictures and stories with modern products such as sneakers in an exclusive way is a unique and innovative approach. This blending of old and new can create a strong brand identity and resonate with customers who appreciate both cultural heritage and contemporary aesthetics. Using handmade painting for different picture in each product is also an extraordinary method in fashion industry. Some products of BARO were exhibited at Expo Dubai in 2021, at the invitation of the Department of International Relations, Ministry of Culture, Sports and Tourism of Vietnam in the role of promoting the Nguyen Dynasty's fine art on modern design. Although BARO pursues a very picky fashion business, the fact proves that this brand still has a loyal customer base, as shown by the number of

likes on Facebook is more than 54k out of a total of 55k. followers. Its products are not only favored by famous people and appeared on video songs in Vietnam but also loved by international customers. Both TiredCity and BARO exemplify how Vietnamese culture serves as a rich source of inspiration for the fashion industry and how fashion brands can combine Vietnamese culture with modern aesthetics, catering to diverse consumer preferences while preserving and celebrating the country's rich cultural heritage. By blending tradition with modernity and embracing sustainable practices, these brands demonstrate how fashion can become a powerful vehicle for cultural expression, community engagement, and environmental responsibility. Their success showcases the growing importance of preserving cultural heritage while adapting to the ever-changing dynamics of the global fashion landscape and contributes to the ongoing evolution of the Vietnamese fashion industry.

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