

## **1.1 INTRODUCTION**

Urbanic, a London-based fashion brand founded in 2019, has quickly gained popularity among fashion-conscious consumers, particularly in developing markets like India. The brand's focus on bringing creativity and technology to the fashion industry resonates with digitally savvy consumers who are constantly seeking the latest trends at affordable prices. Urbanic's success can be attributed to its ability to identify and cater to the evolving needs of its target audience, offering a diverse range of trendy and well-designed clothing through its D2C online channel. One of the key factors driving Urbanic's appeal is its emphasis on affordability without compromising on style or quality. This approach has struck a chord with consumers who are increasingly conscious of their spending habits but still desire to express their individuality through fashion. By leveraging technology and data-driven insights, Urbanic has been able to optimise its supply chain and pricing strategies, making its products accessible to a wider audience. The brand's commitment to staying ahead of the curve and consistently delivering fresh designs has further solidified its position as a leading player in the urban fashion landscape.

## **1.2 STATEMENT OF THE PROBLEM**

Urbanic, a global fashion brand, has rapidly gained popularity among urban consumers due to its trendy and affordable offerings. This has led to a growing interest in understanding consumer perspectives towards urbanic fashion trends. This research aims to explore the factors that influence consumers' adoption of urbanic fashion trends, including social media, influencer marketing, and personal style. Additionally, it will investigate the perceived benefits and drawbacks of following urbanic fashion trends, such as self-expression, social acceptance, and environmental concerns. By examining these aspects, this study seeks to provide insights into the evolving relationship between urban consumers and the dynamic world of fashion trends.

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