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## **FOREIGN LANGUAGE AS A BRANDING TOOL IN THE FASHION INDUSTRY**

In the contemporary business context, brand personality represents a fundamental instrument in the formulation of promotional strategies. The capacity for a company to distinguish itself from its competitors is a crucial factor in maintaining a competitive advantage in the market. To a considerable extent, a company's identity is shaped by the brand's philosophy, values, and mission [1, 54]. The current state of the marketplace is characterized by volatility and saturation, which present significant challenges for companies, even those offering high-quality products. Constant shifts in economic conditions, technological advancements, and evolving consumer preferences have created an environment where the quality of a product or service is no longer the sole determining factor for success. In the context of market evolution and globalization, consumers frequently prioritize not only quality but an emotional connection with the brand. Effective branding enables the creation of a robust and distinctive corporate identity that not only attracts new customers but also fosters customer loyalty, cultivates enduring relationships with consumers, thereby ensuring the company's long-term success in a dynamic market.

Historically, branding emerged as a means of denoting and protecting the quality of goods in local markets. In the context of international business, the role of branding has evolved considerably. Initially, it was primarily used to differentiate products based on their logos and names. However, in recent decades, there has been a shift towards the development of more sophisticated systems of identification and differentiation that are closely tied to the cultural and linguistic nuances of different countries. Contemporary international branding strategies prioritize multilingualism and cultural adaptation, facilitating the successful integration of companies into global markets. The development of digital technologies and social media has also been a significant factor in accelerating the process of interaction between brands and international audiences.

The modern fashion industry is a global phenomenon, with brands seeking to expand their influence beyond national borders. In this scenario, the role of branding

is of great importance for the establishment of brand awareness on a global scale. One of the most significant tools is the use of foreign languages, which helps brands to adapt their messages to a variety of cultural contexts and interact more effectively with international audiences, thereby increasing the cultural integration of marketing. The use of foreign languages has taken a special place in the era of e-commerce [2].

The implementation of a multilingual communication strategy by brands enables them to reach a more vast audience. This approach facilitates greater consumer engagement and fosters trust and confidence among various national and cultural groups. The use of international terms, names, slogans, and communication strategies helps to create a prestigious image and strengthens the emotional connection with consumers. English, French, and Italian, which are considered "fashion languages," are especially widely used in the international fashion vocabulary.

Language is always associated with a certain culture, history and values. French has historically been regarded as the language of fashion and style. It has significantly influenced the terminology of the fashion industry since the 18th century, when Paris became the epicenter of global fashion. A considerable number of design-related terms have their etymological roots in the French language. For example, the term "*haute couture*" is French for high fashion, while "*chic*" is a French-derived word that means stylish, elegant, or refined. The French also introduced the concept of the fashion show, which is known as a "*défilé*". The fashion term "*élégance*" reflects sophistication in style and appearance. Finally, the French introduced the word of the "*bohème*," which is a style associated with creative freedom and informality. Italian has also made a significant contribution to the lexicon of international fashion, largely due to the exceptional quality and innovative approach of Italian fashion designers. The following terms such as "*barocco*", used to describe elaborate, decorated styles; "*palazzo*", which refers to wide pants, "*dolce vita*", translated as "*sweet life*". The term has become a symbol of style and luxury, linked with Italian culture and fashion.

Recently, the process of creating neologisms as a result of contamination (mixing expressions or forms), such as "*athleisure*", "*denimocracy*", "*frankenfashion*", has been observed in the fashion vocabulary. Different cultures influence each other, creating multifaceted terms and concepts that carry a socio-cultural element [3, 62].

Despite the elimination of physical boundaries and the real-time nature of digital communication, the phenomenon of globalization has not resulted in the

destruction of cultural and linguistic diversity [4, 58]. It continues to play a key role in the international arena, especially in the fashion industry. When entering new territories, fashion brands recognize the importance of taking into account local cultural and language nuances. They adapt their collections, marketing campaigns, and communications to align more closely with local preferences, traditions, and lifestyles. By doing so, companies foster a stronger connection with local audiences, which ultimately contributes to their success in new markets.

The investigation of the impact of foreign languages on consumers' emotional perception and brand identification represents a crucial step in the development of effective branding strategies, particularly in the context of globalization and digitalization. Strategies for predicting consumer behavior based on cultural, linguistic, and psychological factors offer significant potential for a company's international growth. Ultimately, such research can facilitate a more profound understanding of the ways in which language can be utilized not only as a communication tool but also as a powerful instrument for establishing a unique brand identity within the competitive landscape of the fashion industry.

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