ABSTRACT

Previous studies on the fashionable clothing industry were mostly discussed from the aspects of technology innovation and product development, and disregarded the internal resources of firms and the dynamic capabilities of the external environment. Therefore, the purpose of this study is to explore the dynamic capabilities of the fashionable clothing industry to maintain its competitive advantage in the market. Using five fashionable clothing firms, including CARTIER, GUCCI, CHANEL, POLO RALPH LAUREN, and PRADA as research subjects, this study applied field interviews, and engaged in observing the situation of the industry and carrying out contextual induction. This study contributes to the proposal of the “value framework of dynamic capabilities in fashionable clothing industry”. We hope the results can help those in the fashionable clothing industry to enhance their competitive advantage in the market.

Keywords: Fashionable Clothing Industry, Dynamic Capabilities