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INTERNATIONAL FASHION EXHIBITION

Создавая новые возможности

Spring-2024



Total upgrade of buyer psychology: what and why do Kazakhstanis buy today?

A well-known Kazakh image stylist with international practice, founder of the Community of Asian Stylists and the School of Conceptual Stylization Style. Session Madi Bekdair at the 33rd International Fashion Exhibition Central Asia Fashion spoke about changes in the psychology of Kazakh buyers in the new reality, their needs, «psychological hooks», the main triggers and magnets in retail, as well as the peculiarities of the Asian mentality.



Speaker of the CAF business conference: image stylist with international practice, founder of the Community of Asian Stylists and the School of Conceptual Stylization Style. Session Madi Bekdair
What is important and necessary for the buyer today?

With more than 20 years of professional experience and being the official stylist of Paris, Milan, Amsterdam and Istanbul fashion weeks, Madi Bekdair identified the main weak points in the relationship between fashion seller and buyer: *«The first pain that we, professional image stylists, encounter in our work is the buyer's opinion that in Kazakh stores they offer, or just sell, nonsense. Fashion stores are everywhere now, but the average Kazakh buyer is absolutely convinced that there is nothing to buy, because there is no variety in the assortment as such. When you go for red shoes, yellow ones are being sold, and when you go for yellow ones, only red ones are being sold... This is an imaginary choice due to commercialization. I understand that everyone wants to earn money, so many manufacturers make and retailers sell what people buy, and they only buy such goods under compulsion. All this is a sad vicious circle. The modern consumer audience is very complex, living in a loss of self-importance, afraid to show up. In the end, what does it choose? Boring, banal, not bright!*



Speaker of the Central Asia Fashion business conference – image stylist Madi Bekdair

Commerce and profit are all wonderful. But in the professions of fashion buyer and stylist there is something more significant than just sales: this is aesthetic education. After all, when you dreamed of opening a business and decided that it would not be dentistry, not a massage parlor, not a chocolate factory, but the fashion industry, you invested part of your aesthetics into the business. But at the same time, most fashion retailers often sell boring things because people buy boring things, because selling something that isn't boring is dangerous: there is a risk of getting hate, and there will also be leftovers, overstocking of the warehouse, and so on. But we, stylists, assure you: when you finally sell something bright, creative, and not boring in your stores, a queue forms immediately. People need psychological upgrade like air, they need emotions! Yes, most modern buyers do not resist, wear the purchased «mediocrity», but in fact no one wants to wear those notorious black shoes and oversized down jackets. People see a boring assortment, think that it is a banal «buy and sell», and therefore a negative attitude towards the product, the seller, and the brand in general appears. People dream of manifesting themselves somehow, but they cannot, because they are not given this permission, they are not given this kind of professional, competent blessing.



Image stylist Madi Bekdair at the CAF business conference «Total upgrade of buyer psychology»

In addition, there is too much of a «collective» in our Eastern Kazakhstan mentality: what people will think, what people will say, and so on. This is especially noticeable when it is somehow connected with a celebration or something. And in this matter, it is as if people are waiting for permission from experts, sellers and manufacturers to finally manifest themselves. People don't wake up thinking that they need to buy cosmetics, or jewelry, or a hat, or anything else. They think about happiness and communications, about well-being and good health, about friendship and love, about children and family, about their calling».

In his speech, the image stylist emphasized that the modern Kazakh buyer views stores as a showcase of marketing tricks, with the help of which they want to sell unnecessary goods to a buyer through sales, discounts, social networks and seller scripts. According to Madi Bekdair, the modern Kazakh buyer in the new reality lacks knowledge about their personality and individuality, but at the same time, today's buyer is in many ways more competent than modern sellers.

As a solution, the image stylist voiced several possible options. For example, modern stores must convey values, lifestyle, archetypes, customer pain points and methods for solving them. And consultants and sellers must have at least some of the skills of stylists and psychologists or work closely with them.

Meanwhile, the speaker of the CAF business conference, Madi Bekdair, is confident that fashion business owners today often mislead customers, and the reason for this is the lack of a clear understanding of the client audience: *«We, stylists, have a questionnaire with which we can improve things in the fashion business. And one of its questions is the following: «Describe the psychological portrait of your target audience». However, the majority of Kazakh buyers do not give a clear answer to this question. We ask the buyer's age, they answer that somewhere from the birth of Christ to 180 years. According to the rules of marketing, if you aim at everyone, you won't hit anyone! Conclusion: you need to narrow your focus, or even better, clearly know and study the portrait of your target audience. Another question that Kazakh fashion retailers find it difficult to answer is the brand's DNA».*



Fashion buyers of Central Asia at the presentation of image stylist Madi Bekdair

Top «psychological hooks»

Speaking about sales magnets, the speaker of the CAF business conference identified the main psychological types of Kazakh buyers and noted what tools can be used to attract each category of fashion store customers:

«The client-expert who wants career growth, high earnings and a higher paycheck. By the way, increasing the check is the request that is in the top of our main requests among customers. The «client-expert» type doesn't want to go shopping, they don't need clothes, accessories, etc., they need success at work. If you sell them clothes, shoes, jewelry, they will never return to the store, but if they are told through their wardrobe about career prospects, business ethics, and increasing their expertise, then such a client will certainly become a regular customer»...

Talking about the main triggers and motivations of modern buyers, business conference speaker Madi Bekdair highlighted several main reasons for shopping.

«People in general don't want to go shopping, **people want to get married**. This is a psychological request that every stylist often hears. My personal superpower is getting everyone married within 6 months. Because a woman doesn't just want to be beautiful, she doesn't want to go shopping, she wants to be loved, and simply stand out. She's tired of being the smart karaoke friend. She wants to be a beautiful and sexy karaoke friend. And for such an audience, mannequins and display windows need to be designed as about a love story, about the fact that here, in this clothing store, there is happiness.



Madi
bekdair

Почему покупают сейчас?

- мода на личный бренд
- «встречают по одежке»
- ПОВЫШЕНИЕ самооценки
- ПОВЫШЕНИЕ результативности/эффективности
- помогает продавать
- КОНТЕНТ

Slide from the presentation of Madi Bekdair, speech at the CAF business conference

Another reason why people go shopping is to **accept their body**. In Kazakhstan now this is a real mainstream. After the pandemic, most people consider themselves obese for objective or unfounded reasons. I am sure that this is not a weight problem, but a psychological problem of «loss of significance». People consider themselves small and for this purpose they physically enlarge. Can such shoppers walk into a store and not be overwhelmed by the extremely large selection of clothes in compact sizes XXS or XS? And if you imagine that the seller is also «finishing» you with the phrase: «There is nothing for your size!». These people definitely don't want to go shopping, they are afraid of it like fire. Because before their eyes there is an image of a seller with a stigma of shame.

Now, fortunately, there are many brands working with the body positive segment and offering plus-size clothing. As a stylist, I justifiably declare that these are not «covers for tanks», not gloomy shrouds, but really beautiful, bright, fashionable clothes, and there are literally clients lining up to buy them. Why? Because such stores disconnected from the entire market, clearly defined their target audience and made a narrow offer: we work only on body positivity. What do such clients want to gain from accepting their body? Answer: comfort, fun, fashion shows of plus-size models, joyful client days, PP parties with invitations of plus-size stylists.

Another category is, of course, those who want to look younger. We all want to live longer and be younger. So, what does a client who wants to look younger want? They want to come shopping and get a magical transformation. This is the same client who knows better than the sellers what colors suit them, what style of clothes to wear, what fabrics suit them, what hairstyle to do, etc. Such a client is their own stylist and will teach everyone. Retailers need to be able to work correctly with such «know-it-alls». And if there is an incompetent seller in the store, if they are weaker in energy, and if, God forbid, they uttered the phrase: «It suits you so good, you need to buy it», consider that this brand no longer exists for this client. Such a know-it-all client will definitely go to a more competent team».

How has the psychology of the Kazakh buyer changed in the new reality?

At the same time, Madi Bekdair, an expert at the Central Asia Fashion business conference, noted the main changes in the psychology of buyers. According to him, many previously working principles and motivators have no meaning today, and fashion business owners need to be bolder in communicating with consumers:

«Previously, the main value of the buyer was material stability. Now everything has changed. Nowadays, the search for purpose, calling, energy filling, unique DNA code, ancestral heritage, superpower, and so on is of paramount importance. Psychological stability has become more important than material stability. And it's time for brands to stop claiming that they are cheap, and that's why customers choose them from all the variety. We need to talk more about the fact that here you (the client) will be conscious, in harmony and balance with yourself. That we, as a brand or retailer, care about your mental health. The new generation of buyers does not understand carrots and sticks. If a sales consultant suddenly appears and shows negativity, the client turns around and leaves.

They need a qualified professional expert, because the new generation of zoomers, who will soon take the helm of the economy, can only be influenced by personal example».




Speaker of the CAF business conference, founder of the Community of Asian Stylists and the School of Conceptual Stylization Style.Session Madi Bekdair

Talking about how the psychology of the Kazakh buyer has radically changed in the new reality, the expert of the Central Asia Fashion business conference, image stylist Madi Bekdair raised the topic of the philosophy of the new generation and current trends for the modern buyer.

«A modern fashion brand must have a human face, in other words, a «talking head» that shows emotions. Because modern buyers are now looking for a specific person, an image. This is the philosophy of a new generation and the psychology of a new consumer. Today is a time of creativity and freedom. Yes, you can get hate, but in creativity you can disconnect from competitors and get a more effective and newer, more resourceful audience.

Новая психология покупателя

www.madibekdair.com



РАНЬШЕ	СЕЙЧАС
<ul style="list-style-type: none">• материальная стабильность• «кнут и пряник»• стараются не афишировать личную жизнь• система, план• традиции• комфорт• семейные ценности• «я должен»• коллектив• «нормально» – это точка Б	<ul style="list-style-type: none">• психологическая стабильность• экспертность и личный пример• публикации личного контента/life style• свобода, творческий подход• самовыражение• новизна ощущений• глобальные задачи• «почему для меня это важно?»• фриланс• «нормально» – это точка А

Slide from the presentation of the speaker of the CAF business conference - image stylist Madi Bekdair

Tradition or self-expression? Recently, I spent the whole day fighting on my Instagram with people who accused me of all mortal sins for wearing a jacket from a Kazakh designer to Milan Fashion Week. They said everything possible, but the main thing is how will I go in this there? So, I won't go in this there. They asked the question: How will you deal with this in Kazakhstan? So, I'm in Milan, not in Kazakhstan. My summary: traditions are great, but in

the new reality they are not for marketing and for sales. This is an «advertising window» for those who live in their complexes. Now is a different time for self-expression.



Image stylist Madi Bekdair at the CAF business conference «Total upgrade of buyer psychology»

Selling comfort. I find it very funny when clients say they don't wear synthetics. Because now there are practically no 100% natural fabrics; they are all mixed. Today, eco-fur is much better than natural fur; synthetic fabrics are so wear-resistant, so environmentally friendly and diverse. They can be dyed, beautifully styled, wonderfully cut, stitched, and so on. Therefore, now it is important to sell not banal comfort, but the novelty of sensations. What can a brand tell its audience? First of all, about new emotions, insights, new neural connections.

Generation X's and Y's. We were all yearning for «normalcy». Our parents raised us with the message that we need to live in such a way as to have a normal job, a normal TV, a normal apartment, a refrigerator, etc. For a whole generation of people, the «paradigm of normality» was point B. What has changed now? The new generation of consumers considers point A to be the «normal norm» and we are absolutely not an authority for them, because normality is nothing, it is not a goal», - summed up business conference speaker Madi Bekdair.



Image stylist and business conference speaker - Madi Bekdair with a visitor to the 33rd International Fashion Exhibition CAF

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