Exploring the Influence of Cosplay on Men's Fashion: A Design-based Marketing Perspective

Dr. Rodania Mohamed Rashad
Lecturer at Readymade garments dep- Faculty of applied arts- Damietta Univ.
Rodaniamhmd@gmail.com

Abstract:
This research aims to explore the influence of cosplay on men's fashion from a design-based marketing perspective. The study seeks to analyze how cosplay, as a vibrant and expressive subculture, shapes the design elements, aesthetics, and consumer preferences in men's fashion. By examining the interplay between cosplay and fashion design, this research provides valuable insights into the potential opportunities and challenges for brands and marketers in leveraging the influence of cosplay to engage with the male consumer market.

Keywords:
Cosplay, Men’s Fashion Design, Marketing.

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Paper History:
Paper received June 22, 2023, Accepted September 15, 2023, Published of November 1, 2023