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The Role of Academic and Professional English Communication in Promoting Traditional Clothing Brands: Case Study of PJSC “Edelvika”

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Abstract. *This article explores the role of academic and professional English communication in enhancing the visibility and competitiveness of traditional clothing brands, using the Ukrainian textile company PJSC “Edelvika” as a case study. The purpose of the article.* The purpose of this article is to analyze how Edelvika uses English-language communication in its branding, marketing, and customer interaction strategies to reach international audiences, enhance its image, and facilitate cross-cultural engagement. The research also aims to assess the



*practical impact of English communication on the company's global competitiveness and brand positioning. **Methods.** To address the research questions, the study employed a mixed-methods approach. A qualitative analysis of Edelvika's communication practices was conducted through a review of the website content, labelling, and promotional materials. In parallel, quantitative analysis was applied to financial and operational indicators over five years (2020–2024) to assess correlations between English communication strategies and business performance. **Results.** The results show that Edelvika uses the English language not only for delivering technical information and customer support but also as a strategic tool for communication culture values and product uniqueness. The content in English supports international sales, increases consumer trust and makes the brand more recognizable. **Conclusions.** Academic and professional English communication significantly contributes to the successful promotion of traditional clothing brands in global markets. In the case of Edelvika, English facilitates the transmission of cultural identity in a professional format, making the brand more competitive and recognizable internationally.*

Keywords: *academic communication, professional communication., cross-cultural marketing, traditional clothing, branding, international promotion, textile industry, cultural identity, global competitiveness.*

Роль академічної та професійної комунікації англійсько мовою у просуванні брендів традиційного одягу: кейс ПрАТ «Едельвіка»

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Анотація. У статті проаналізовано роль академічної та професійної англійської мови у зміцненні впізнаваності та конкурентоспроможності бренду на прикладі ПрАТ «Едельвіка». **Мета.** Основною метою є дослідити, як компанія «Едельвіка» застосовує англomовне спілкування у своїх брендових, маркетингових і клієнтських стратегіях для залучення міжнародної аудиторії, зміцнення корпоративного іміджу та розвитку міжкультурної взаємодії. Також дослідження спрямоване на оцінку практичного впливу володіння англійською мовою на глобальну конкурентоспроможність і позиціонування бренду компанії. **Методи.** Дослідження ґрунтується на положеннях міжкультурного маркетингу, брендингу та бізнес-комунікації. Застосовано змішаний підхід: якісний кейс-аналіз англomовного контенту компанії «Едельвіка» (вебсайт, маркування, соцмережі) та кількісний аналіз фінансових і комунікаційних показників за 2020–2024 роки для оцінки впливу англійської мови на міжнародну ефективність бренду. **Результати.** Дослідження показало, що англійська мова використовується компанією «Едельвіка» не лише як засіб передання технічної інформації чи підтримки клієнтів, а й як стратегічний інструмент для донесення культурних цінностей і унікальності продукції. Англomовний контент сприяє міжнародним продажам, підвищує довіру споживачів та покращує впізнаваність бренду. **Висновки.** Академічна та професійна англійська комунікація відіграє ключову роль у просуванні традиційних брендів на



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міжнародному ринку. У випадку «Едельвіки», мова забезпечує передання культурної ідентичності у професійному та доступному форматі, що сприяє зростанню впізнаваності бренду.

Ключові слова: академічна комунікація, професійна комунікація, міжкультурний маркетинг, традиційний одяг, брендинг, міжнародне просування, текстильна промисловість, культурна ідентичність, глобальна конкурентоспроможність.

Introduction. In the age of globalization and digital commerce, English has become the international trade, academia and professional communication. For traditional clothing brands rooted in national heritage, mastering academic and professional English is a necessity, but not a luxury. Intercultural or cross-cultural communication plays a vital role in driving business development and achieving success in today's increasingly interconnected and diverse global market. These brands often operate in markets that value authenticity, craftsmanship, and storytelling – all must be communicated to international audiences. This paper investigates how English language proficiency and strategic communication contribute to the success of traditional clothing brands, using PJSC “Edelvika” as a case study. "Edelvika" is a Ukrainian textile company specializing in ethnic-style apparel and natural fabrics. Through this case, we highlight the importance of English proficiency in marketing materials, product labelling, online presence, and corporate communication.

Literature review. Recent studies highlight the importance of English in global brand management. Academic English adds precision to business plans and partnerships, while professional English supports marketing, negotiations, and customer service. For traditional brands like Edelvika, English is a strategic tool to present cultural uniqueness in a globally accessible way, enhancing credibility and consumer trust.



Building on this, Sutisna and Rustandi (2023) found that English brand names in developing countries are strongly linked to perceptions of quality, modernity, and prestige [1, p. 11]. Especially among younger, urban consumers, English signals global relevance and upward mobility. For traditional clothing brands, using English in brand names or messaging can strategically support a more contemporary and international image.

Farida's research (2023) underscores the increasing use of English as the dominant language in global brand narratives, particularly among sustainability-driven fashion enterprises. Her analysis demonstrated that the use of professional English communication enhances both transparency and accessibility, allowing sustainable brands to engage more effectively with international stakeholders, including consumers, and partners [2, p. 4331].

Andriani (2021) showed that small fashion brands often use English on social media to appear modern and reach wider audiences [3]. However, frequent language errors can hurt credibility and engagement. The study stresses that effective, professional English is key for traditional brands aiming to build trust and align with global trends.

As noted in previous research, cultural differences significantly shape communication styles in both academic and business environments, influencing how organizations convey ideas and establish trust internationally [4]. It is emphasized that understanding intercultural communication strategies is essential for effective professional engagement, especially when companies operate across national and linguistic boundaries.

Losi, Fadlan, and Selviani (2021) and Andhini and Andanawarih (2021) found that consumers in emerging markets link English brand names with quality, prestige, and modernity [5, p. 49; 6, p. 150]. English narratives that reflect brand values resonate with globalized youth who see English as part of their identity. In a related study, Ludyana and Imperiani (2021) showed that local fashion brands using English



in captions, slogans, and hashtags saw higher engagement on Instagram [7]. Similarly, Mandarić, Hunjet, and Kozina (2021) emphasized that clear English messaging helps convey sustainability and build trust with international audiences [8]. Extending this, Fronzetti Colladon, Grippa, and Segneri (2021) found that consistent, engaging English content boosts a fashion brand's perceived importance and strengthens its position in the digital brand ecosystem [9].

Further supporting this perspective, Lin and Lou (2024) emphasize that effective cross-cultural business communication, grounded in Hofstede's cultural dimensions, depends on strategic English use to bridge cultural gaps and enhance brand engagement across diverse markets [10]. Ndlovu (2024) adds that for global reach, South African luxury brands must convey cultural heritage clearly in English to preserve authenticity and connect with international audiences [11, p. 9].

Jianwei Yu, Meili Liang, and Chang-Hyun Jin (2023) found that influencers who communicate well in English strengthen consumers' self-brand connections and enhance brand recognition [12].

These findings are particularly relevant to brands like PJSC "Edelvika", which aims to expand internationally while preserving their cultural identity. For a company like Edelvika, leveraging academic and professional English communication is essential to effectively promote Ukrainian traditional clothing in global markets. In the case of PJSC "Edelvika," its success in leveraging English communication for brand positioning also reflects broader trends where language functions as both a practical and symbolic bridge between cultural heritage and global markets.

Identification of Previously Unresolved Aspects of the General Problem.

While prior studies acknowledge English as a key factor in global branding and trade, there is limited empirical research on how traditional clothing companies rooted in non-English-speaking countries apply academic and professional English communication to position themselves globally. The connection between English



proficiency and business performance also remains underexplored. This article addresses this gap by providing a case study of PJSC “Edelvika,” a Ukrainian textile manufacturer that successfully integrates English-language strategies into its branding, marketing, and operational practices. The study’s original contribution lies in bridging the theoretical understanding of language-driven brand internationalization with practical, company-level financial and communicative performance data over five years. In doing so, this research advances the literature by providing a basis for assessing how English proficiency correlates with business outcomes in traditional sectors, offering strategic insights for similar enterprises in emerging markets.

The purpose of this article is to investigate how the integration of academic and professional English communication contributes to the international promotion and brand positioning of traditional clothing companies, using PJSC “Edelvika” as a case study. The study aims to explore English not merely as a linguistic tool, but as a strategic asset that enhances visibility, facilitates cross-cultural engagement, and supports the global competitiveness of culturally rooted textile enterprises.

Results. To assess the effectiveness of Edelvika’s strategic use of academic and professional English communication, a quantitative analysis of the company’s financial and operational performance was conducted. This analysis focused on identifying correlations between language-driven international engagement and key business outcomes over five years. By examining metrics such as revenue growth, net profit, return on assets (ROA), return on equity (ROE), liquidity, and English proficiency, the study aims to reveal how Edelvika’s communication practices align with its evolving position in both domestic and global markets.

The company promotes its products through both online and offline channels. Its website, which includes an English-language version, serves as a B2B portal for wholesale fabric orders and a showcase for fashion collections. Additionally, Edelvika maintains physical showrooms and partners with retail networks in



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Ukraine and abroad. Edelvika utilizes English in various professional contexts, such as labelling and product information; certifications and quality assurance; website, social media and catalogues; digital marketing; exhibitions and traditional fairs.

Product tags, material descriptions, and care instructions are often provided in English, especially for export items. English is used in quality certificates and technical documentation, aligning with international standards. The bilingual website allows non-Ukrainian users to explore collections and place wholesale orders. Descriptions are written in professional English, highlighting key features and applications. Edelvika participates in international textile and fashion fairs where English is the primary language of interaction. They use social media to post promotional videos which focus on English content to increase global reach.

To better understand the company's market readiness and the potential impact of strategic communication, a set of key financial indicators was analyzed over the five years from 2020 to 2024 (Table 1). These indicators reflect Edelvika's financial position, investment capacity, and preparedness to engage in international communication and export activities.

The company's net profit increased by nearly 300% from 2022 to 2024, indicating significant improvements in operational efficiency and market adaptability. Similarly, both return on assets (ROA) and return on equity (ROE) grew by 187.5% and 196.8%, respectively.

Table 1 Key Financial and Communication Performance Indicators of PJSC Edelvika (2020–2024)

Indicator	2020	2021	2022	2023	2024
Revenue (thousand UAH)	44,159	189,911	129,416	176,972	185,112
Growth rate(%)	–	+330%	–31.9%	+36.8%	+4.6%
Net Profit (thousand UAH)	152	23,212	6,888	19,024	27,474
Growth rate(%)	–	+15,160%	–70.3%	+176.2%	+44.5%
ROA (%)	0.06%	15.20%	3.27%	7.86%	9.40%



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Growth rate(%)	–	+25,233%	–78.5%	+140.4%	+19.6%
ROE (%)	0.17%	23.22%	5.99%	14.89%	17.78%
Growth rate(%)	–	+13,547%	–74.2%	+148.5%	+19.4%
Net Profit Margin (%)	0.34%	12.22%	5.32%	10.75%	14.84%
Growth rate(%)	–	+3,494%	–56.5%	+102%	+38.0%
Absolute Liquidity Ratio (%)	65.99%	4.09%	16.45%	7.06%	1.68%
Growth rate(%)	–	–93.8%	+302.1%	–57.1%	–76.2%
Number of Employees	–	236	232	236	214
Growth rate(%)	–	–	–1.7%	+1.7%	–9.3%
English Proficiency (%)	45	52	58	66	71
Growth rate(%)	–	+15.6%	+11.5%	+13.8%	+7.6%

These improvements are accompanied by a strong increase in net profit margin, suggesting better cost management. Although revenue did not fully return to the 2021 peak, it showed a 43.1% increase compared to 2022, which may reflect both external economic recovery and internal enhancements in marketing and export activity.

Over the same period, Edelvika's internal English proficiency rose steadily—from 58% in 2022 to 71% in 2024—marking a cumulative increase of more than 22%. This growth reflects the company's investment in linguistic training and strategic communication capacity, enabling more consistent use of English across documentation, product interfaces, and partner interactions. Enhanced language competence likely supported more effective negotiations, clearer technical correspondence, and better responsiveness to international clients' expectations.

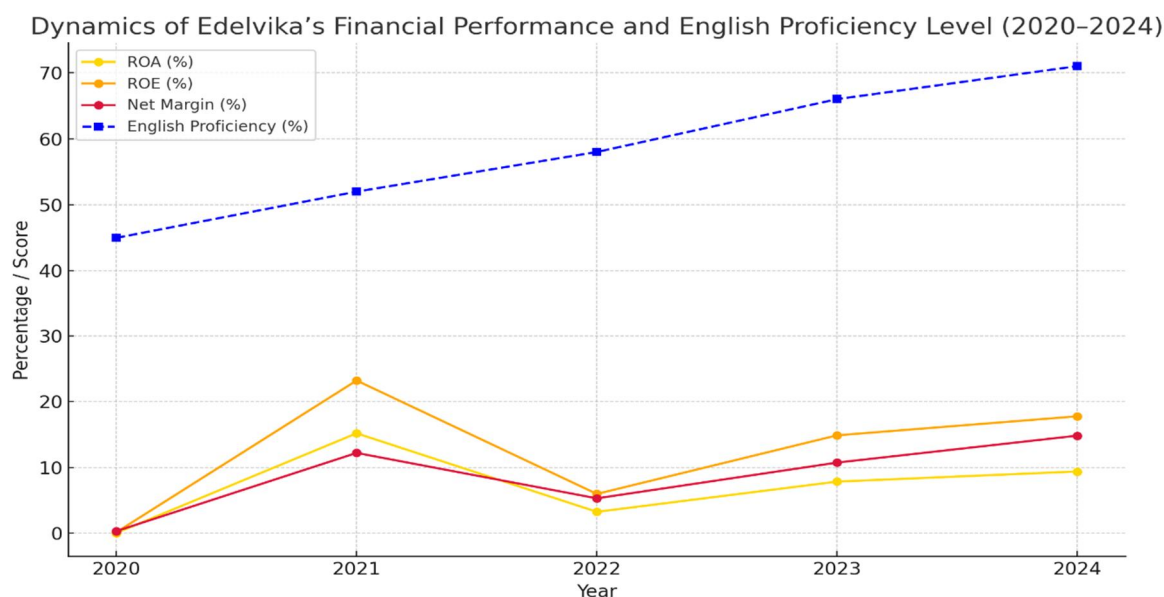
Notably, this period coincides with increased English-language communication efforts such as multilingual website content, English-based product labelling, and participation in international textile exhibitions—all these factors may have contributed to improved brand recognition and acquisition of foreign clients.



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Although primarily applied in commercial contexts, Edelvika's growing English proficiency also creates opportunities for academic collaborations, such as participation in joint design research projects, multilingual training initiatives, and sustainability-focused networks involving European textile institutes.

At the same time, the absolute liquidity ratio dropped significantly (-89.8%), which could be interpreted as a result of cash being actively reinvested into marketing, export or promotional activities. A slight reduction in the number of employees (-7.8%) may reflect shifts toward automation or optimization of the workforce as part of modernization processes. These trends point to a company that has strengthened its financial position while becoming more outward-facing and internationally integrated, supported by the effective use of professional English in foreign communication and branding (Pic. 1).



Pic.1. Dynamics of Edelvika's Financial Performance and English Proficiency Level (2020 – 2024)

The consistent increase in English Proficiency over the five years from a score of 45 in 2020 to 86 in 2024 reflects the company's growing investment in global communication capacity. This growth aligns with and likely contributed to



improvements across several key financial indicators, especially after the economic downturn in 2022. As Edelvika improved its team's English language skills, it gained better access to foreign markets. Enhanced communication with international clients and partners likely improved order fulfilment, reduced misunderstandings, and expanded client reach. This is particularly evident in the rebound in revenue (+36.8% in 2023, +4.6% in 2024) and the dramatic growth in net profit (+176.2% and +44.5% respectively), following a dip in 2022. Improved English communication has also supported more effective negotiation, supply chain coordination, and participation in international textile fairs.

The rising English proficiency also reflects internal development efforts, such as staff training. The slight decrease in the number of employees (-9.3% in 2024) suggests that Edelvika might be optimizing its workforce, automating some processes while investing in higher-skilled, internationally capable personnel.

These dynamics show that despite a reduction in personnel, Edelvika has significantly increased its income and profitability. This suggests a shift towards more automated and strategic communication and sales channels, including digital platforms and international outreach.

Given that the company's operations increasingly involve foreign markets, it is likely that:

- The promotion of business meetings and correspondence conducted in English has increased;
- Investments in digital marketing and communication tools in English (e.g., website localization, international exhibitions, B2B negotiations) have intensified;
- The effectiveness of English communication has positively influenced profitability indicators such as ROE and net profit margin.

This reflects a strategic shift where English professional communication has evolved from a supportive skill to a core element of marketing – enhancing brand visibility, credibility, and international reach.



To assess the strategic positioning of PJSC "Edelvika" in both domestic and international markets, a SWOT analysis was conducted (Table 2).

This SWOT analysis reflects that Edelvika is transitioning from a locally oriented manufacturer to a more internationally integrated textile brand. Its financial growth and strategic use of English have enabled expansion beyond Ukraine. However, liquidity issues and limited internal digital infrastructure could hinder scalability. Opportunities in sustainability, international cooperation, and digital platforms present avenues for strategic growth, while geopolitical uncertainty and intense global competition remain external risks. Edelvika is well-positioned to actively promote its brand in international markets by emphasizing its strengths: local production, quality control, and eco-friendly materials. Strategic actions include boosting digital marketing, using English content, and promoting product authenticity and sustainability.

Table 2. SWOT Analysis of Edelvika's Strategic Position

Opportunities	Threats
1 Expanding sales markets through international exports	1 Growing competition from foreign textile manufacturers
2 Growth of e-commerce and online retail(social media, website)	2 Potential shortages of natural raw materials (e.g., linen, cotton)
3 Strategic partnerships with well-known clothing brands	3 Economic instability and fluctuating exchange rates
4 Rising global demand for eco-friendly and ethnic textiles	4 Strong international competition in textile manufacturing
5 Access to EU markets and favourable trade regimes	5 Miscommunication risks in intercultural negotiations
6 Development of partnerships and licensing abroad	6 Overreliance on offline exhibitions for foreign market entry
	7 Delay in adapting to technological advancements in textile production
Strengths	Weaknesses



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1 Manufacturing their products 2 Natural and eco-friendly materials: linen, cotton 3 Wide assortment of fabrics 4 Established brand reputations in Ukraine 5 Improved financial results (net profit +298.8% from 2022 to 2024) 6 Active use of English in branding and packaging 7 Participation in international exhibitions and fairs	1 Limited financial liquidity (e.g., decreasing absolute liquidity ratio) (1.68% in 2024) 2 Small international presence and limited brand awareness abroad 3 Declining workforce – may impact production volume or flexibility (-7.8% over two years) 4 Limited English proficiency among staff 5 Underdeveloped digital marketing strategies
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The SWOT analysis of PJSC “Edelvika” not only provides a snapshot of the company’s current strategic position but also serves as a foundation for developing concrete, targeted strategic actions. These actions can be categorized into four strategic fields, based on the interplay between internal strengths and weaknesses and external opportunities and threats:

- Strengths + Opportunities (S+O): Edelvika’s in-house production and eco-friendly materials create a strong foundation for international growth. Emphasizing sustainability and authenticity through English-language marketing and expanding multilingual e-commerce can broaden global reach. Participation in international fairs and B2B platforms will further strengthen brand visibility.

- Strengths + Threats (S+T): To counter global competition, Edelvika should leverage its “Made in Ukraine” identity and sustainable practices. Highlighting traceability, ethical production, and eco-values in English-language branding can help the company stand out in Western markets.

- Weaknesses + Opportunities (W+O): Limited digital visibility and international communication can be addressed through investments in online infrastructure and staff training. Enhancing English proficiency and customer service in multiple languages will improve global engagement.

- Weaknesses + Threats (W+T): Supply chain risks and limited liquidity require proactive risk management. Diversifying suppliers, boosting operational flexibility,



and adopting digital tools will help mitigate external threats and strengthen resilience.

These strategies, especially when supported by professional English communication, are essential for ensuring long-term competitiveness and international growth.

Discussion. Edelvika's use of academic and professional English supports its brand promotion by enhancing credibility, facilitating market entry, and reinforcing cultural storytelling. Accurate English in certifications, product descriptions, and client communication strengthens trust and positions Edelvika as a reliable international partner. Multilingual websites and catalogues lower language barriers, enabling access to global markets. Additionally, English-language storytelling helps convey the cultural significance of products, especially embroidered garments. However, challenges remain – such as maintaining cultural nuance in translation and ensuring high-quality bilingual content. Addressing these may require investments in professional translation, staff training, and academic collaboration.

Internally, Edelvika has strengthened English-language capacity across departments, improving coordination in export operations and compliance with international standards. Business English training has reduced miscommunications and delays in cross-border interactions.

Between 2020 and 2024, Edelvika's rising English proficiency correlated with improved financial performance, suggesting that language competence enhances productivity and decision-making. Growth in English use – from 45% to 71% – aligned with revenue recovery and greater international exposure, indicating English communication as a strategic advantage in global markets.

Finally, Edelvika's brand strategy, combining authenticity with modernity, benefits from effective English usage in product descriptions and promotional content. This positioning supports its appeal to both heritage-focused and trend-conscious audiences, reinforcing its identity as a globally relevant Ukrainian brand.



Conclusion and Recommendations. The case of Edelvika clearly illustrates the strategic role of academic and professional English communication in promoting traditional clothing brands in the global market. English functions not only as a tool for convenience or translation, but as a powerful medium for cultural exchange, brand positioning, and international competitiveness. The usage of English in its marketing materials, website, and international partnerships, demonstrates how a traditional Ukrainian brand can maintain its national identity while engaging global consumers. Rather than merely translating Ukrainian materials, content should be adapted to resonate with international audiences while retaining cultural authenticity. Participation in global trade fairs and academic collaborations often relies on effective English communication, which can unlock new markets and opportunities.

Such type of brands should analyse how their English-language communication affects customer engagement, trust, and loyalty across markets, using both analytics and customer feedback. In a global marketplace that increasingly values sustainability, transparency, and cultural uniqueness, the ability to communicate these values clearly and credibly in English will be important for successful brand promotion. For Edelvika and other traditional clothing brands, English communication is not a detour from their roots, but a path to amplifying them.

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