

The Evolution of Public Relations in Luxury Fashion in Canada

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Research Question

**The primary research question:
How has public relations changed
as luxury fashion has evolved?**

Sub-questions:

1. How have luxury fashion public relations practices evolved from traditional media to digital and influencer-based communication?

2. What role does storytelling play in public relations campaigns for luxury fashion brands today?

3. How do public relations campaigns maintain exclusivity and desirability for luxury fashion brands in today's digital environment?

Research Methodology

Mixed methodology

Interviews

Seven industry professionals

Survey

Total of 59 respondents

Content analysis

Canada Goose, Mackage and Dior

Key Themes

The literature review

Heritage framing

Craftsmanship narratives

Exclusivity

Influencer integration

Storytelling

Digital engagement
strategies

Framing theory

Key Findings

Interviews, Survey and
Content Analysis

PR has evolved into a hybrid model (traditional and digital)

- Shift to multi-platform strategies (social media, influencers and experiential events)
- 83 per cent engage with luxury brands on social media, 77 per cent agree brands rely more on social media today
- All analyzed brands actively use Instagram, TikTok and YouTube for storytelling

Storytelling

- Storytelling is essential to communicating value and differentiation
- 66 per cent say craftsmanship storytelling increases authenticity and prestige
- All analyzed brands emphasize craftsmanship (production, materials) and heritage (brand history, legacy)
- Luxury brands frequently referenced their history and design elements to strengthen brand identity

The role of influencers

- Seen as modern brand ambassadors and storytellers
- Shift from mass influencer seeding to more curated, brand-aligned partnerships
- 41 per cent say influencers increase interest in luxury fashion brands (Overexposure reduces interest and exclusivity)
- Canada Goose and Mackage rely heavy on influencers, while Dior focuses heritage and craftsmanship

Gen Z is reshaping PR strategies

- Gen Z prefers storytelling and insider access rather than direct advertising
- Drives trends and viral content on social media
- This shift is pushing PR toward more authentic and community-driven communication

Exclusivity

- Challenge: Balancing visibility with maintaining prestige
- Only 45 per cent agree luxury brands maintain exclusivity on social media, many say overexposure reduces exclusivity
- Exclusivity is communicated through limited drops, collaborations and curated campaigns



Research Discussion

Communication Theory: Framing Theory

- Luxury brands consistently frame their identity and value through craftsmanship, heritage and storytelling (Schulz, 2025)
- Strategic storytelling and messaging to frame brands as exclusive, high-quality and desirable (Hallahan, 1999; Ko & Woodside, 2013)

The Evolution of Fashion Public Relations

- Has evolved from traditional media relations to a strategic, multifaceted role (Everything PR News, 2025a)
- Now includes influencer partnerships, event planning, digital content strategy and storytelling (Everything PR News, 2025b)
- Traditional media remains important in maintaining credibility and prestige (Wylie, 2023)



The Digital Transformation of Public Relations in Luxury Fashion

- Social media has redefined how luxury brands communicate with their audiences (Lea-Greenwood, 2013)
- Digital platforms enable direct, real-time communication with consumers (Everything PR News, 2025a)
- Luxury PR combines digital strategies with traditional media

Modern Public Relations Strategies and Storytelling in Luxury Fashion

- Focus heavily on storytelling, influencer partnerships, experiential events and brand collaborations (Amed & D'Auria, 2025)
- Storytelling builds brand value and emotional connection (The Business of Fashion, 2026)
- Influencer partnerships are most effective when they are aligned with brand identity and storytelling (The Business of Fashion, 2025; Pearl, 2026)

Research Implications

Future research could explore:

- How digital storytelling influences consumer perception of luxury brands, particularly in relation to authenticity, craftsmanship and exclusivity
- Influence of micro-, macro-influencers and celebrities on desirability and purchase intention in the luxury market



- Impact of physical brand experiences on digital engagement and online communities
- How younger audiences engage with luxury brands across different digital platforms



Conclusions

- PR has evolved from traditional media relations to a strategic, multi-platform approach that includes digital communications, influencer partnerships, experiential events and storytelling (Everything PR News, 2025a; Lea-Greenwood, 2013)
- While digital channels now play a central role, traditional media remains important for credibility and prestige (Wylie, 2023)
- Storytelling (heritage and craftsmanship) is key to building emotional connection, while exclusivity is maintained through selective influencer partnerships, experiential events, limited releases and strategic storytelling

Recommendations

Prioritize Storytelling in Public
Relations Strategies

Use an Integrated
Communication Strategy

Be More Selective with
Influencer Partnerships

Invest in Experiential Public
Relations

Monitor Emerging Digital
Platforms and Online
Communities

