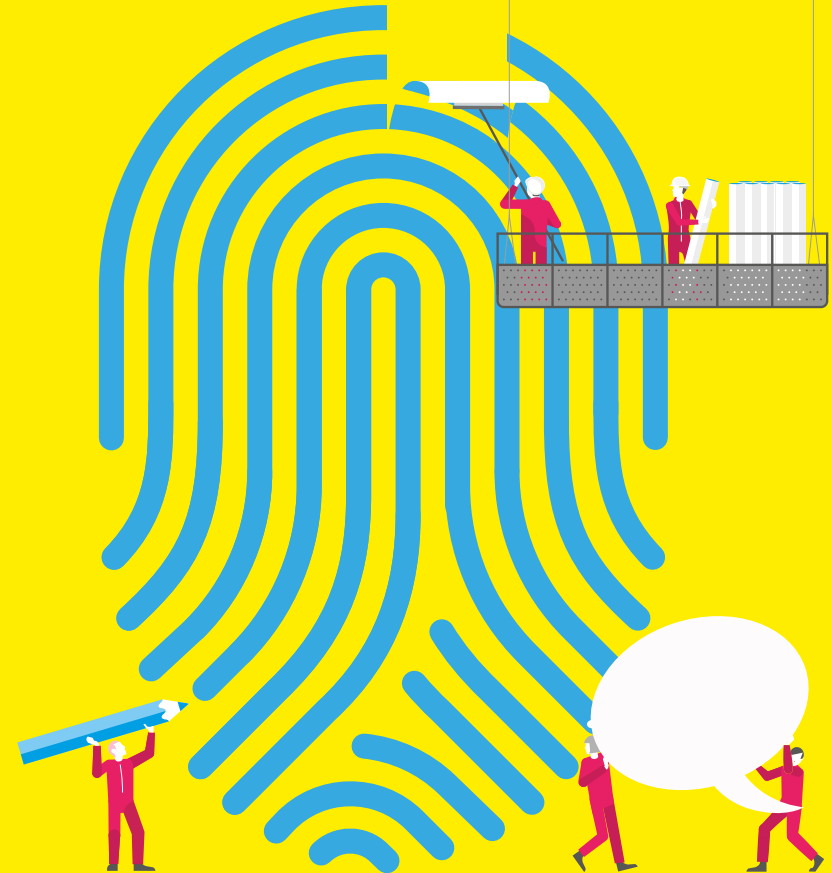


FASHION LONDON

LESSON 1: THE BRAND

In this lesson you will:

- ◆ learn the definition of a brand
- ◆ identify fashion brands
- ◆ come up with a brand name for your business
- ◆ design a logo



DISCOVER UNDERSTANDING BRANDING

- ◆ Oxford Street has the most brands per square foot than any other shopping street in the world.
- ◆ The street has more visitors (potential shoppers) to the road than any other retail street in the UK.
- ◆ The fashion industry in Britain brings over £21bn each year to the economy, according to the British Fashion Council.



CENTRAL LONDON SHOPPING

DISCOVER UNDERSTANDING BRANDING

- ◆ The industry also supports around 816,000 jobs.
- ◆ Oxford Street alone is home to over 200 global fashion brands.
- ◆ The area employs over 50,000 style experts and educates over 2,000 students per year in fashion.
- ◆ It also attracts over 100 million visitors each year, who spend £4.9bn along the street.



CENTRAL LONDON SHOPPING



CAREERS

BRANDING IN THE REAL WORLD



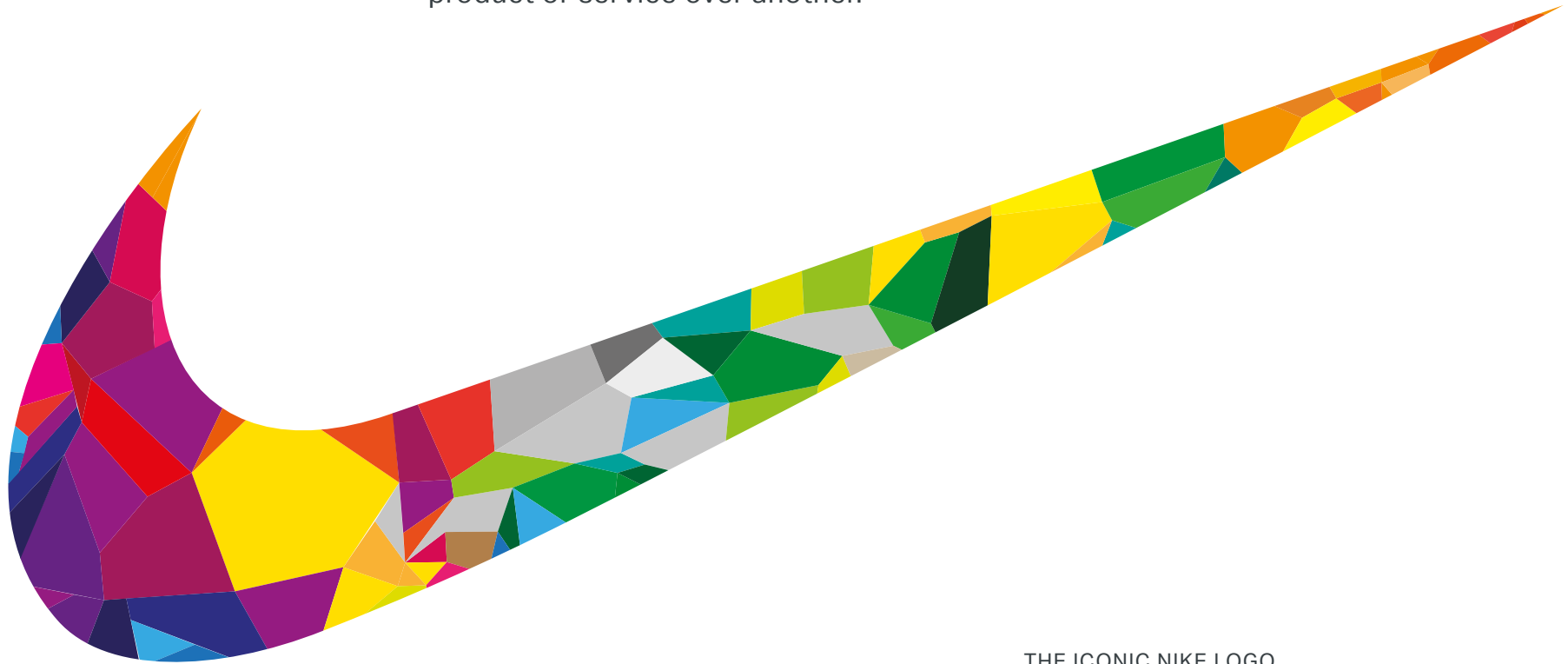


DISCOVER: UNDERSTANDING BRANDING SETTING THE SCENE

What is a brand?

It is a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design which leads to buying decisions.

We can also think of a brand as the set of expectations, memories, stories and relationships which account for a consumer's decision to choose one product or service over another.



THE ICONIC NIKE LOGO



DISCOVER: UNDERSTANDING BRANDING ACTIVITY 1A

Name two of the logo brand names?

What does the logo design represent?

What does the brand represent?

Who would buy this brand?

What do these brands sell?

Are these brands:

- ♦ expensive (high end of the market)
- ♦ cheap (low end of the market) or
- ♦ in the middle market?






DISCOVER: UNDERSTANDING BRANDING
ACTIVITY 1A: BRANDING AND LOGO WORKSHEET

Name a store where you shop for your clothes

Why do you shop from these brands?

Draw the brand's logo in the box below





DISCOVER: UNDERSTANDING TAGLINES ACTIVITY 1B

What is a tagline?

A tagline is a short, powerful phrase associated with a brand's name. It represents the tone and feeling you want for your products or services. It is often part of your company graphics.

The best taglines are clear, memorable, concise and punchy.

A successful tagline is strongly associated with the brand by customers.

Example:



JUST DO IT.

The tagline *Just do it* is associated with Nike. In the 80s Nike was competing with Reebok for control of the trainer market.

The *Just do it* tagline helped Nike succeed in the market as it was catchy and liked by their customers.

Almost 30 years later, Nike still uses the tagline that changed its history.



DISCOVER: UNDERSTANDING TAGLINES

ACTIVITY 1B continued

Look at the taglines on these brand logos

What do they mean?

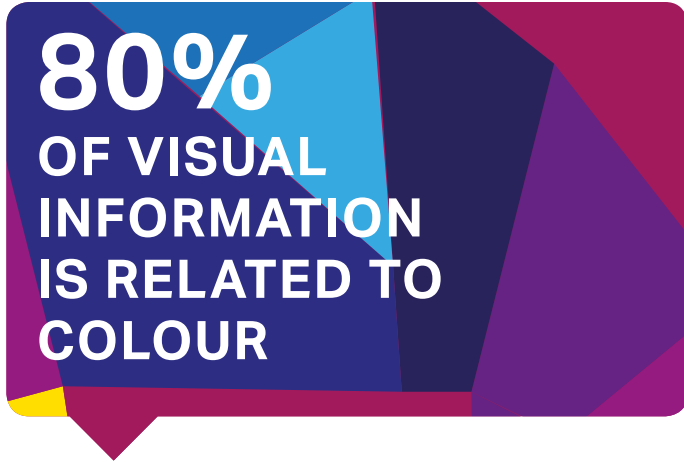
Why did the brand choose taglines for their organisation?

Write your answers below each logo in your workbooks.





DISCOVER: BRANDING AND COLOUR ACTIVITY 1C



KOTLER, P. (American marketing consultant)

Different fashion businesses opt for different ways to be identified.

A strong brand can be recognised by its colour.

Some brands may choose a colour which they wish to be associated with.

Example:

When walking down a high street, sometimes it's the colour you recognise before you can see the brand name.



Boots is associated with the colour blue

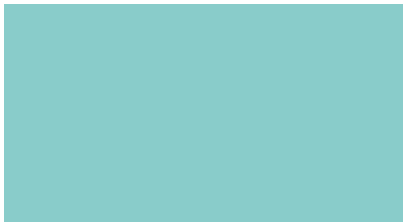


H&M is associated with the colour red



DISCOVER: BRANDING AND COLOUR
ACTIVITY 1C continued

Link the colours below to the fashion business



**CHRISTIAN
LOUBOUTIN**



HARRODS



TIFFANY



SELFRIDGES

Now list other brands you know
associated with colour.



DISCOVER: ATTRACTING CUSTOMERS ACTIVITY 1D

Different customers are attracted to different brands, because we have different associations with what they represent.

Write your answers to the questions below in your workbook:

1. Which brand would you pick from each pair?
2. Why did you choose the brands?
3. Do you think there is a difference in the customer for each brand in the pairs?
Why?
4. Do you have the same opinion as your group / class?
5. How does this show different opinions on a brand and how each brand targets their customers?

Optional follow up

Explore how a brand differentiates itself from other brands and how each brand is successful in targeting their customer.

PAIR 1



PAIR 2



PAIR 3



PAIR 4





DISCOVER: IDENTIFYING CUSTOMERS ACTIVITY 1E

Different fashion businesses target different consumers.

For example:

A BRAND THAT PARENTS MAY CHOOSE TO BUY – YOU WOULD NEVER CONSIDER BUYING.

Pick one of the brand logos opposite

1. Describe who would buy the brand, considering the following:

- Age of the consumer
- Gender and family status
- Occupation of the consumer
- Salary of the consumer
- Hobbies of the consumer
- Music and film choice of the consumer
- Other brands the customer would buy

2. What does the brand sell?

3. Is the brand a high, mid or low-end brand?



ALEXANDER MQUEEN



BURBERRY
ESTABLISHED 1856

TOPSHOP



FOREVER 21

RELIGION

PRIMARK®

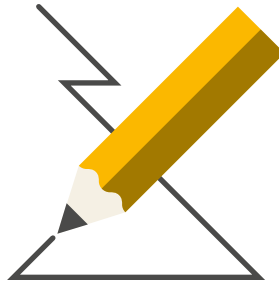


DISCOVER: NOW IT'S YOUR TURN! ACTIVITY 1F



Create your own brand name

- ◆ Discuss a brand name for your fashion business.
- ◆ Use a mixture of your names or initials.
- ◆ Explore variations of through drawing a number of different ideas.



Design your own brand logo

- ◆ Explore shapes. Try putting the name inside a shape; circle or square for example.
- ◆ Explore repeating or mirroring a part of the design.
- ◆ Explore colour. Experiment with a variety of art materials.



Create your own tag line

Think up a tag line for your brand.



DISCOVER: RECORD OUTCOMES ACTIVITY 1G

Start this activity in class and complete for homework.

Complete your tasks online or in the workbook sheets provided.

Your work should show what you have covered in these activities:

An image of your brand logo

Explain why you chose your brand name:

Explain what the logo represents and as to where did the logo come from:

Your tag line

Explain why you chose your tag line:

If you are using a blog you could create a QR code.

You should photograph and document all developmental work and include it in your blog or workbook.

Suggested sub-headings for extra content:

TAGLINE OF BRAND / LOGO

RESEARCH

EXPERIMENTATION

Further activities

Why not present your output to your friends and family?

Ask them:

1. What do you like about the work presented?
2. What are your views on the logo?
3. Would you buy clothes from a brand with the logo shown?



EXPLORE: FIELD TRIP TO OXFORD STREET ACTIVITY 1H

Complete the activity sheet from your workbooks during your visit.

It is usually forbidden to take photos in store. Where possible, take photos in the street and of the shop fronts.

- ♦ Look at the different branded logos of each of the stores. Notice the colour, typography and style of logo.
- ♦ Look at the different branded logos on shopping bags people are carrying.
- ♦ Look at the different branded logos on the clothes people are wearing.



EXPLORE: FIELD TRIP TO OXFORD STREET ACTIVITY 1H

ACTIVITY	RESPONSE	REFLECTION	RESPONSE
How many different branded stores can you count selling fashion products?		How do the branded logos of each store differ?	
How many shopping bags can you count with different branded logos?		Is there a particular brand that you see more often on the shopping bags? If so which brand?	
How many different logos can you see being worn by people?		Is there a link between the 'look' of the customer and the logo?	
Which branded logos do you think are the most eye catching?		Why?	
List any mission statements/taglines that you spot?		Where are they displayed? How are they used?	
Note ideas for the design of your branded logo:			

CONNECT: PRESENT, DISCUSS, EVALUATE ACTIVITY 11

Present, discuss and evaluate your findings from the field trip.

- ◆ You may want to modify your logo, mission statement and taglines.
- ◆ Did you notice a link between brand logo, tagline and customer of the brands you spotted when on the field trip?
- ◆ Identify which brands you saw most on the field trip. Which did you feel were most popular and therefore most successful – and why?
- ◆ Note any links between brand design and popularity of a brand.



CONNECT: THE FINAL PRESENTATION ACTIVITY 1J

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to learn.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

At the end of lesson 1:

Show your journey so far and indicate what you have learnt in the lesson.

You should:

- ♦ Say why you chose your brand name
- ♦ Describe your logo and to say why your group chose the final design.
- ♦ Say your mission statement and tagline and explain why you chose them.



CONNECT: PERFORMING AND EVALUATING
ACTIVITY 1K Optional



If you WATCHED the presentation:

- ♦ Did you enjoy the presentation?
- ♦ What did you like most about the presentation?
- ♦ What does the logo represent to you?
- ♦ Would you buy clothes from a brand with the logo shown?
- ♦ What skills do you think you need to make a good presentation?

If you GAVE the presentation:

- ♦ How did you feel the presentation went?
- ♦ What went well when presenting?
- ♦ What could have been improved on when presenting (consider: speed of delivery, images used in the slides, content)

Evaluate your progress in your workbooks or your blog space.

CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 1L

Reflecting on the lesson will help you better understand what you have learnt. Take time to answer the questions and reflect on your learning experience.

1. What did you find out about branding?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



Focus in the activities?

Discuss brands and what they mean to you?

Come up with ideas?

Link ideas together?

Work cooperatively with others?
