

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 for your brand.





CAREERS: BRANDING IN THE REAL WORLD



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

Answer the questions for each logo.

	Name two of the logos 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?
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DISCOVER: UNDERSTANDING BRANDING

ACTIVITY 1A: BRANDING AND LOGO WORKSHEET

Name a store where you shop for your clothes	Draw the brand's logo in the box below
Why do you shop from these brands?	
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DISCOVER: UNDERSTANDING TAGLINES ACTIVITY 1B

Look at the taglines on the following seven brand logos

What do they mean?
Why did the brand choose taglines for their organisation?
Write your answers below each logo.

J = UNI QLO MADE FOR ALL	Think different.	John Lewis Never knowingly undersold.	adidas Impossible is nothing

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.

i'm lovin' it	TESCO Every little helps	L'ORÉAL PARIS

DISCOVER: BRANDING AND COLOUR ACTIVITY 1C

Link the colours below to the fashion business List other brands you know associated with colour: **CHRISTIAN** LOUBOUTIN **HARRODS TIFFANY SELFRIDGES**

DISCOVER: ATTRACTING CUSTOMERS ACTIVITY 1D

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

1. Which brand would you pick from each pair?

Pair 1

Pair 2

Pair 3

Pair 4

PAIR 1





PAIR 2





PAIR 3





PAIR 4





DISCOVER: ATTRACTING CUSTOMERS

ACTIVITY 1D continued

Optional follow up	In your groups, discuss the following			
 Explore how a brand differentiates itself from other brands and how each brand is successful in targeting their customer. 	questions: 2. Why did you choose the brands?	Why?		
		4. Do you have the same opinion as your		
		group / class? Yes No		
	3. Do you think there is a difference in the customer for each brand in the pairs? PAIR 1 Yes No PAIR 2 Yes No PAIR 3 Yes No	5. How does this show different opinions on a brand and how each brand targets their customers?		
	PAIR 4 Yes No			

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 and answer the following questions on the next page.











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DISCOVER: IDENTIFYING CUSTOMERS

ACTIVITY 1E continued

Q&A: Analysis In groups, pick one of the brand logos and answer the	Hobbies of the consumer		
following questions:			
Chosen brand	Music and film choice of the consumer		
	Other brands the customer would buy		
Age of the consumer	The brand sells		
Gender and family status			
Occupation of the consumer			
Salary of the consumer	The brand is (high, medium, low end)		



DISCOVER: ACTIVITY 1F: NOW IT'S YOUR TURN! 1/3



Create your own brand name

- Discuss the use of a brand name.
 This is to be the name of your fashion business.
- Maybe using a mixture of names or initials.
- Explore variations of through drawing a number of different ideas.





DISCOVER: ACTIVITY 1F: NOW IT'S YOUR TURN! 2/3



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.



More room to design on the following page



DISCOVER: ACTIVITY 1F: NOW IT'S YOUR TURN!
2/3 continued







DISCOVER: ACTIVITY 1F: NOW IT'S YOUR TURN! 3/3



Create your own tagline for your brand





DISCOVER: RECORD OUTCOMES ACTIVITY 1G

Start this activity in class and complete for homework.	Explain what the logo represents and as to where did the logo come from:	If you are using a blog you could create a QR code.
Complete your tasks online or in the workbook sheets provided.		You should photograph and document all developmental work and include it in
Your work should show what you have covered in these activities:		your blog or workbook. Suggested sub-headings for extra
An image of your brand logo		content: TAGLINE OF BRAND / LOGO
Explain why you chose your brand name:	Your tag line	RESEARCH
	Explain why you chose your tag line:	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 this activity sheet during your visit.

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?	J	Is there a link between the 'look' of the customer and the logo?	

EXPLORE: FIELD TRIP ACTIVITY: OXFORD STREET

ACTIVITY 1H continued

ACTIVITY	RESPONSE	REFLECTION	RESPONSE
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 1i

Present, discuss and evaluate your findings from the field trip and record them here or in your blog.	Did you notice links between brand logo, tagline and customer of the brands you spotted when on the field trip? If so, what	Identify which brands you saw most on the field trip. Which did you feel were most popular and therefore most		
You may want to modify your logo, mission statement and taglines.	were they?	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 workbook will help you with your end of nine-lesson session presentation.

TOP TIP

You could create a QR code (this could be used by teachers for assessment)



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At the end of lesson 1:

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

Say why you chose your brand name

Describe your logo and to say why you
group chose the final design.

Describe your logo and to say why your group chose the final design.	

Say your mission statement/tagline
and to explain why you decided on this
statement



CONNECT: PERFORMING AND EVALUATING ACTIVITY 1K Optional

Discuss the following questions as a whole class or small group, depending on whether you gave or watched a presentation. Answers could be verbal, written on the	What does the logo represent to you?
board, flip chart or in yourworkbooks.	
If you WATCHED the presentation: Did you enjoy the presentation?	Would you buy clothes from a brand with the logo shown?
What did you like most about the presentation?	What skills do you think are needed to make a good presentation?



CONNECT: PERFORMING AND EVALUATING ACTIVITY 1K Optional

	What could have been improved on when presenting? Consider		
	speed of delivery		
	images used in the slides		
	• content		
If you GAVE the presentation:			
How did you feel the presentation went?			
What went well when presenting?			



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.	4. What skills would you like to develop?			
on your rearming experience.				
1. What did you find out about branding?				
	HOW WELL DID YOU			
2. What new skills did you learn?	Focus in the activities?			
	Discuss brands and what they mean to you?			
3. What did you enjoy most?	Come up with ideas?			
	Link ideas together?			
	Work cooperatively with others?			