

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: • <b>expensive</b> (high end of the market), • <b>cheap</b> (low end of the market); or • <b>in the middle market</b> ?
						
						
						
						



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

Name a store where you shop for your clothes

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Why do you shop from these brands?

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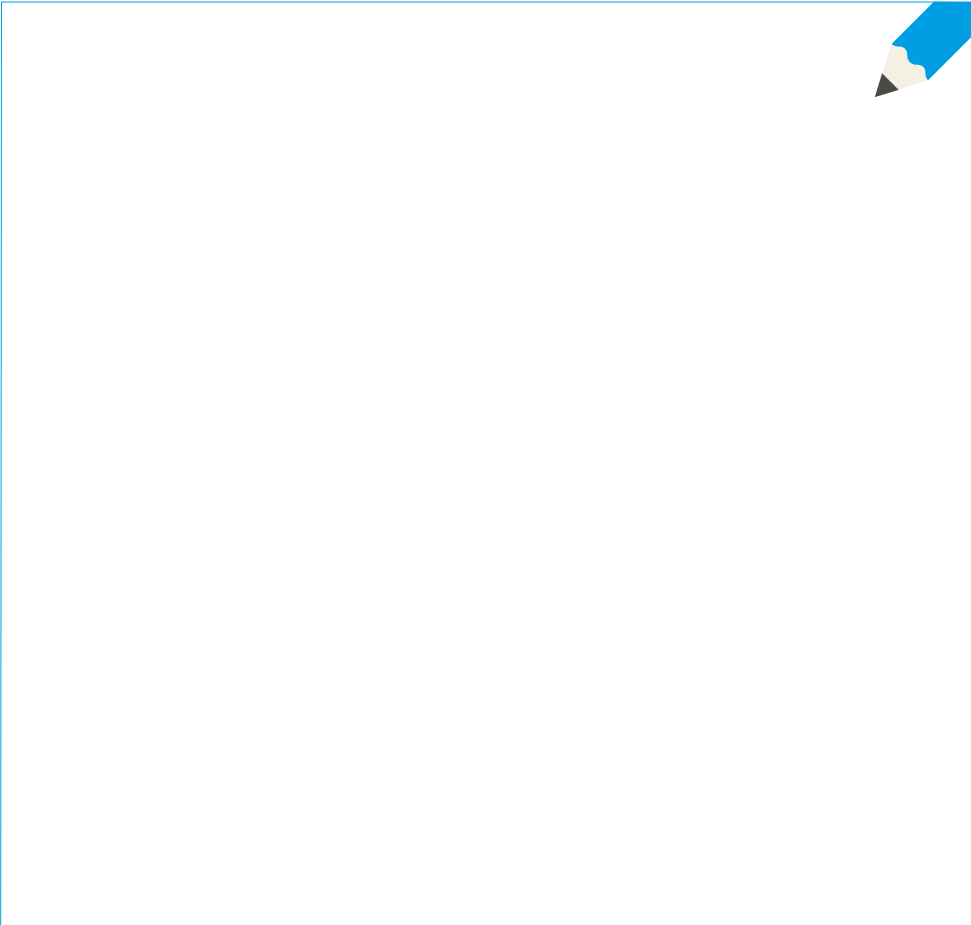
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Draw the brand's logo in the box below









## 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

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Pair 2

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Pair 3

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Pair 4

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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 and answer the following questions on the next page.



ALEXANDER MQUEEN



TOPSHOP



BURBERRY  
ESTABLISHED 1856



FOREVER 21

RELIGION

PRIMARK®

**DISCOVER: IDENTIFYING CUSTOMERS**  
**ACTIVITY 1E** continued

**Q&A: Analysis**

In groups, pick one of the brand logos and answer the following questions:

**Chosen brand**

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Age of the consumer

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Gender and family status

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Occupation of the consumer

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Salary of the consumer

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Hobbies of the consumer

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Music and film choice of the consumer

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Other brands the customer would buy

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The brand sells

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The brand is (high, medium, low end)

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**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.



A large, empty rectangular box with a blue border, intended for drawing or writing ideas for a brand name.



**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





## EXPLORE: FIELD TRIP TO OXFORD STREET ACTIVITY 1H

Complete this activity sheet during your visit.

ACTIVITY	RESPONSE	REFLECTION	RESPONSE
<p>How many different branded stores can you count selling fashion products?</p>		<p>How do the branded logos of each store differ?</p>	
<p>How many shopping bags can you count with different branded logos?</p>		<p>Is there a particular brand that you see more often on the shopping bags? If so which brand?</p>	
<p>How many different logos can you see being worn by people?</p>		<p>Is there a link between the 'look' of the customer and the logo?</p>	

**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: 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)



### Option 1

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

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

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

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**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 board, flip chart or in your workbooks.



**If you WATCHED the presentation:**

Did you enjoy the presentation?

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What did you like most about the presentation?

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What does the logo represent to you?

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Would you buy clothes from a brand with the logo shown?

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What skills do you think are needed to make a good presentation?

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**If you GAVE the presentation go to next page**



## 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?

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2. What new skills did you learn?

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3. What did you enjoy most?

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4. What skills would you like to develop?

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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?

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