



Mentor to Market Webinar

# Branding Basics: Tips to create or enhance your brand message

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International Folk Art Market IFAM

**IFAM**



## Objectives:

- To define the importance of branding as the main aspect of the strategy of any business
- To explore the steps needed to build a brand
- Exercise: How to create your brand manifesto

## Recap from Karen Gibbs webinar The US Market Today

As of July retail sales have returned to pre-pandemic levels.

However, the way people are shopping has CHANGED.

- People are shopping more and more online. There is an increase of 25% in online shopping
- Many retail stores are closing. For example: Barneys, JC Pennys, Neiman Marcus, Sur la Table, J' Crew, Pier One Imports etc.
- People are aiming to shop at independent retailers and makers/artisans directly
- Product categories have changed. People want products that make them feel safe. Examples: comfortable clothing, kitchen and garden supplies, products to improve the office at home.



**BRANDING** is


A holistic way to approach your business

A way to contextualize content and context

A strategic way to embrace your vision

A way to “package” value and values

A long-term way to visualize your everyday work



*“Branding is the tangible representation of a company’s strategy. It is a way to distill the essence and communicate it efficiently to the relevant audiences.”*



A brand is a space in the HEAD and HEART of your customers.

Their loyalty is your currency.

Your brand is your fingerprint, your main ASSET and the driving force of your business.





A brand is NOT a LOGO





**LOGO**

Templates

Assets

Guidelines

Voice

Symbols

Tone

Elements

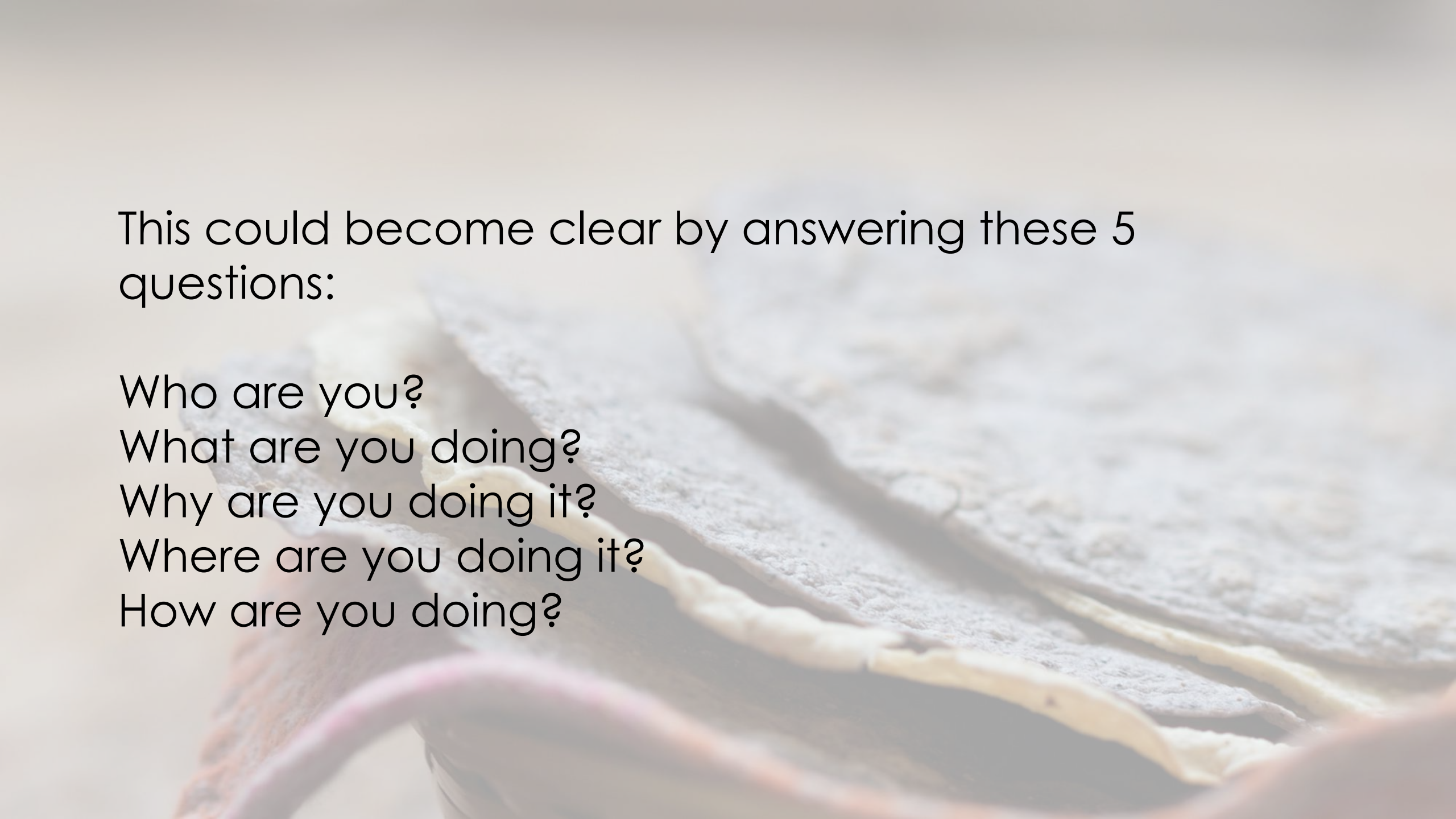
Visuals

**BRAND STRATEGY**



A brand is the visual representation of a STRATEGY

To be able to express who you are; you need to know  
WHO YOU ARE.



This could become clear by answering these 5 questions:

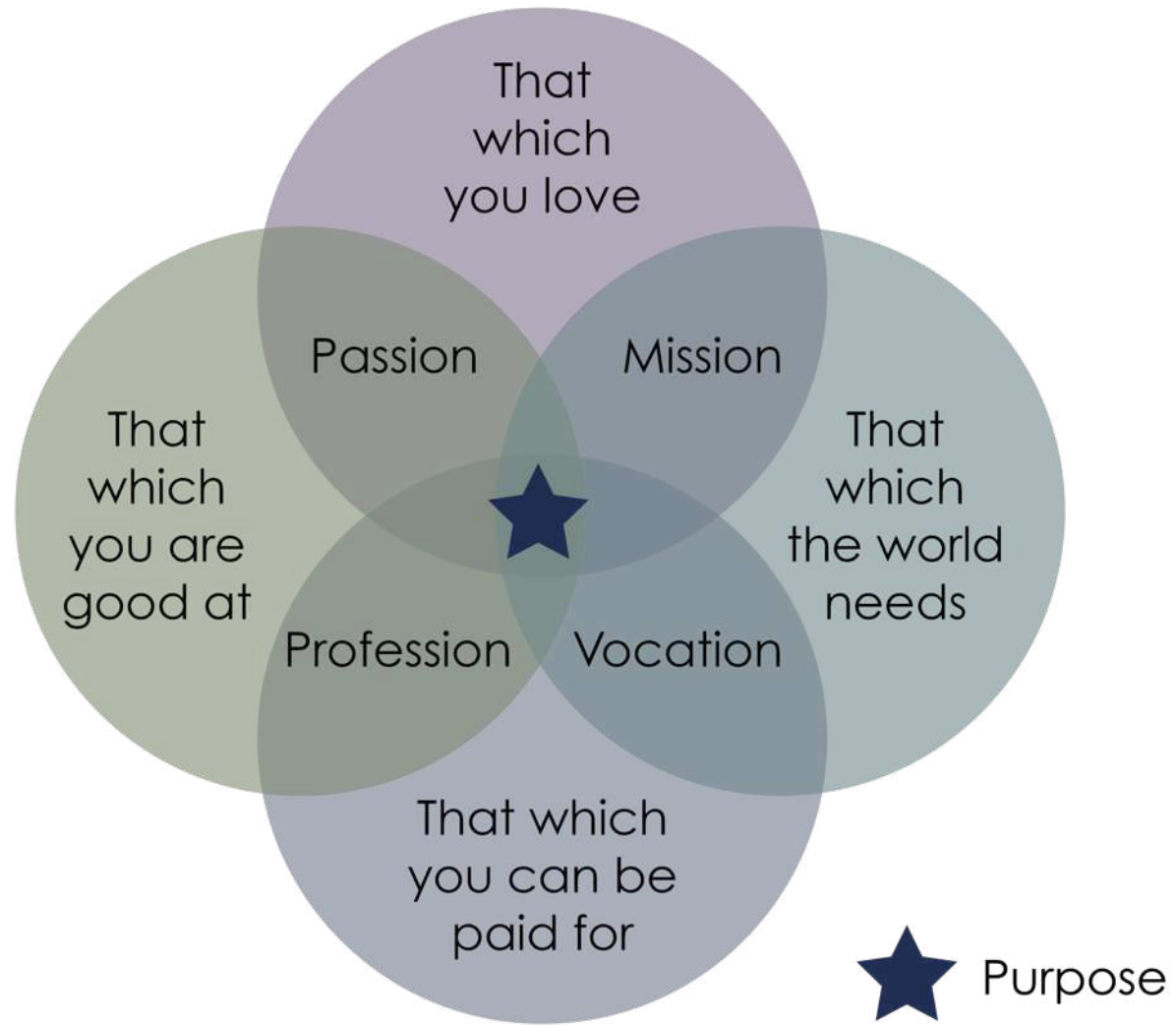
Who are you?

What are you doing?

Why are you doing it?

Where are you doing it?

How are you doing?





What you do matters but WHY you do it matters much more

[https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?language=en](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en)

Strong brands have primarily one voice. This voice could be:

The voice of the person behind it

The voice of the place of origin/provenance.

The voice of the material or technique.

A voice related to how the product is made.

The voice of the purpose behind it

One simple message should shine because too many ideas make it difficult for customers to connect

# Designer/ activist // URBAN ZEN

SHOP

*urbanzen*

A PHILOSOPHY OF LIVING BY DONNA KARAN



# Designer/ activist // EILEEN FISCHER

EILEEN  
FISHER

NEW ARRIVALS

WOMEN

PETITES

PLUS

SHOES + ACCESSORIES

SALE

BEHIND THE LABEL

Q SEARCH



## Living Our Values

For over 35 years, we've been united in our efforts to support the environment, human rights and initiatives for women and girls—and this work is becoming more





# Designer/ activist // DOSA INC.

dosa

projects

standard issue

printed matter

press

contact

glossary

@



# Origin/Provenance // HARRIS TWEED

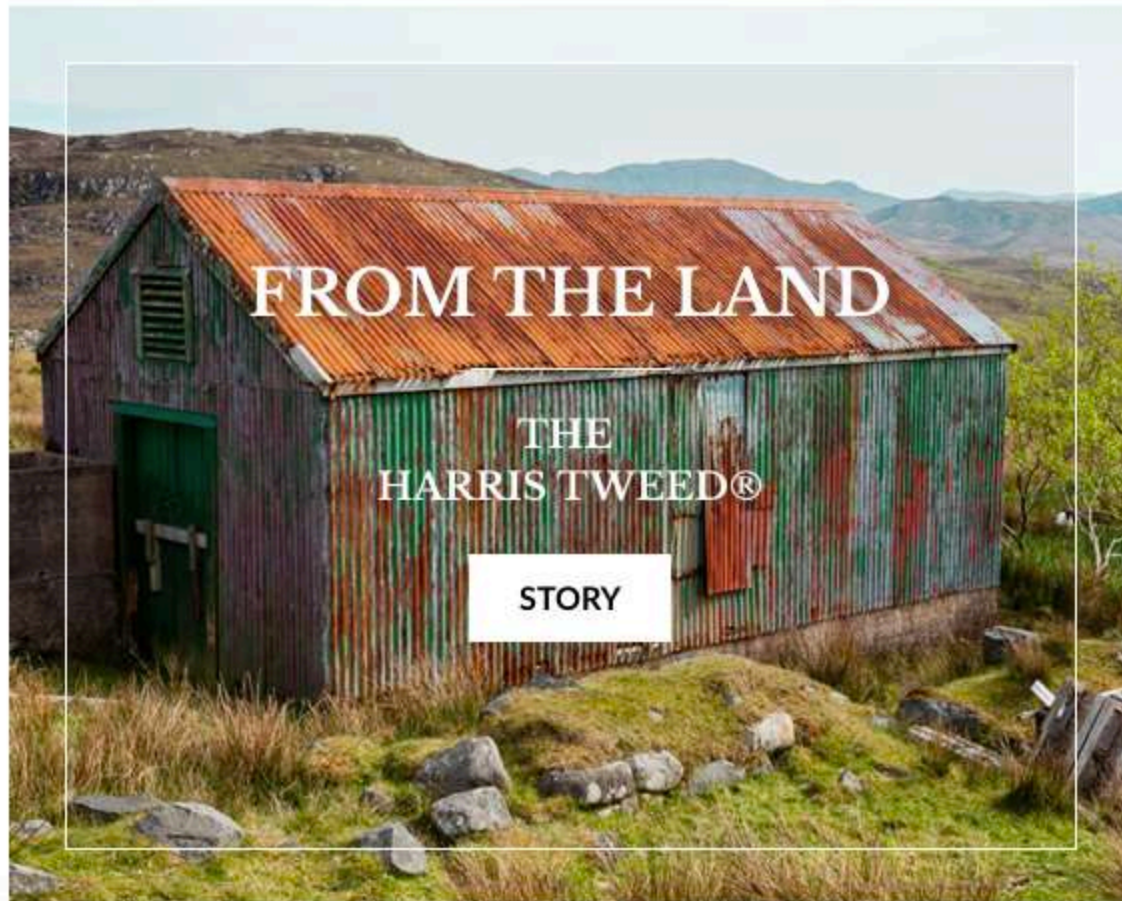


## HARRIS TWEED AUTHORITY

Our role is to protect and promote the Harris Tweed® brand across the world



[LABELS POLICY AND BRAND USE RULES | DOWNLOAD](#)



# How the product is made/process/material// ALABAMA CHANIN

[SHOP](#) [EXPERIENCES](#) [THE SCHOOL OF MAKING](#) [JOURNAL](#)

ALABAMA CHANIN

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**ALABAMA**  
**CHANIN**

MATERIAL

100% Organic Cotton

MADE BY

NC

ITEM #

8712

SIZE

L

WASH GENTLY & HANG DRY | MADE IN THE U.S.A.

[ALABAMA CHANIN](#)

[THE SCHOOL OF MAKING](#)

[THE FACTORY](#)

[EVENTS](#)

[JOURNAL](#)

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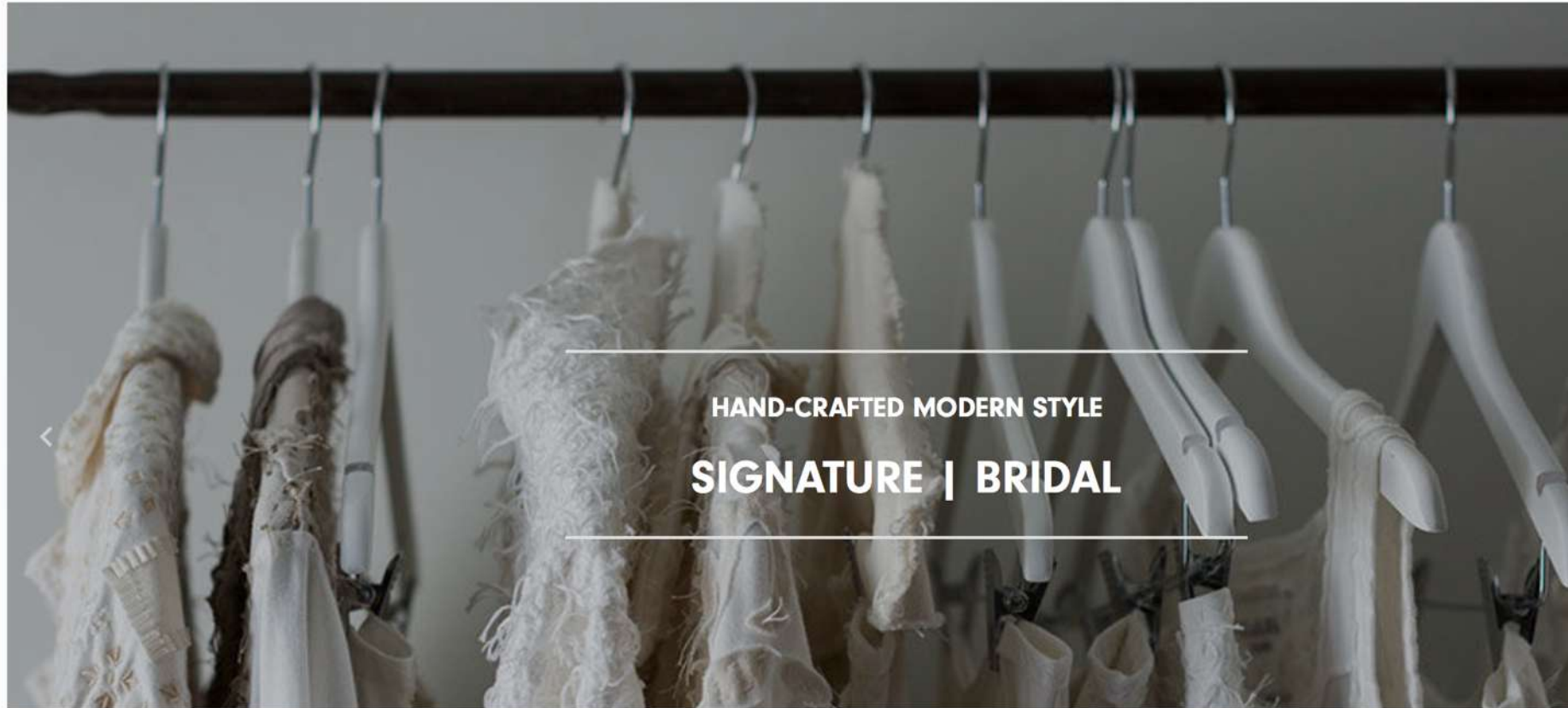
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[COLLECTION](#)

[SIGNATURE | BRIDAL](#)

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[VALENTINE'S GIFT GUIDE](#)



HAND-CRAFTED MODERN STYLE

**SIGNATURE | BRIDAL**



© ALABAMA CHANIN

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alabamachanin  
The Factory Cafe

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541 likes

6w

alabamachanin #aroundthestudio

giovannabins @gildamidani

nourishfoods Cool shot!

mespeakdesign @alabamachanin ✨

mavros I love a good pair of scissors

hollowtohem Nice! Have you tried Shozaburo shears? They are amazingly sharp and durable.

manuma.style #toolp0rn 🥰

seagyrl The right tool for the right job♥

manvi29 Wowww

theweekendist So fab! 😎



Add a comment...





alabamachanin

Following

721 likes

28w

alabamachanin Our Bennet Coat (and 100° temperatures) have us longing for winter today... #alabamachanincollection #maize

eparke20 Lovely! You're definitely not the only ones longing for Fall temps!

dorylyn The best!!!

mindycrelyea Wow...I just want to touch it. Pure piece of ART!!! 🙌💜

kathrynmariedesignco Gorgeous!

erin\_endicott Love the contrasting pocket fabric!!

albaslife What a dream! 🍷

janetbbartlett Beautiful!

knittingdonna I love this!

jeniscrafty Ugh. GORGEOUS.

therealmrswoo Is the lining cotton ? For a moment I thought it was chamois leather !

therealmrswoo Lovelv print. bv the wav. \_\_\_\_



Add a comment...



# How the product is made/process/material// BUAISOU

BUAISOU.



ABOUT BUAISOU  
WHO WE ARE



STORE  
JAPAN



STORE  
INTERNATIONAL



UNIQLO  
SHADE OF JAPAN







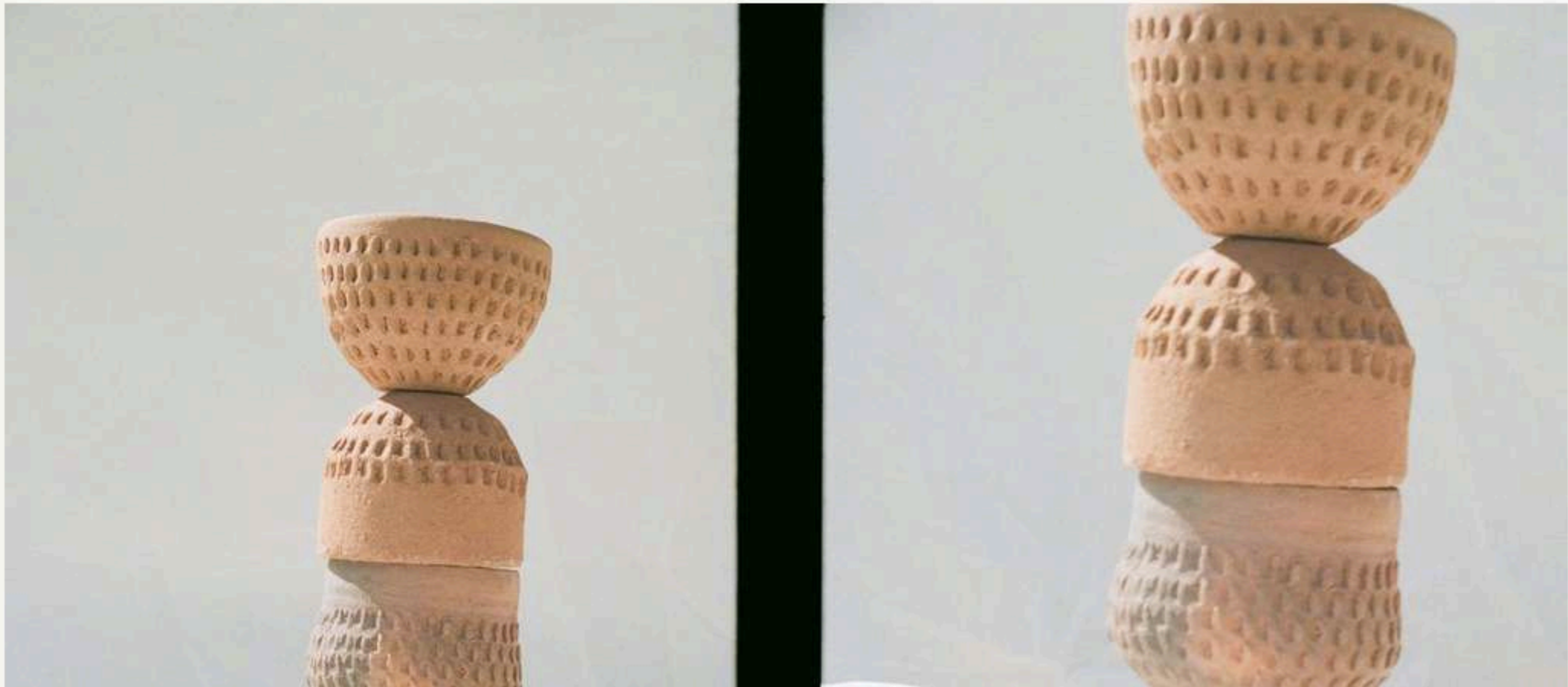
# How the product is made/process/material// LAUREN MANOOGIAN

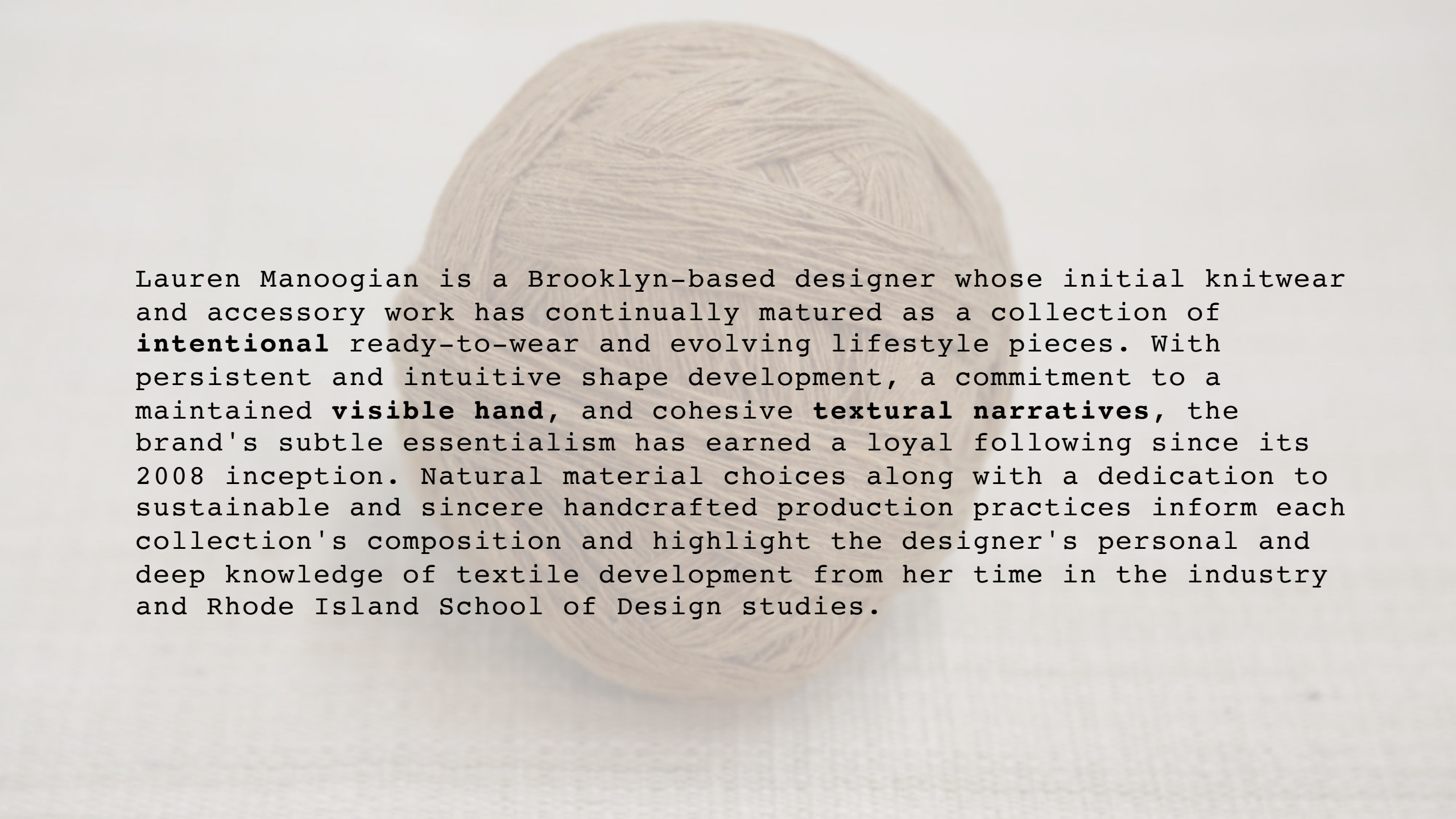
SHOP

L A U R E N

CART

M A N O O G I A N





Lauren Manoogian is a Brooklyn-based designer whose initial knitwear and accessory work has continually matured as a collection of **intentional** ready-to-wear and evolving lifestyle pieces. With persistent and intuitive shape development, a commitment to a maintained **visible hand**, and cohesive **textural narratives**, the brand's subtle essentialism has earned a loyal following since its 2008 inception. Natural material choices along with a dedication to sustainable and sincere handcrafted production practices inform each collection's composition and highlight the designer's personal and deep knowledge of textile development from her time in the industry and Rhode Island School of Design studies.

# Purpose // RAW MANGO

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रॉ मँगो

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COLLECTIONS

ABOUT

SPECIAL PROJECTS

STORES

CONNECT

TERMS OF USE



(BETWEEN) | 2020



JAADA | 2019



ANGOORI | 2019



2/2 | 2019



SOOTI | 2019



BAGEECHA | 2019



# Purpose // TEIXIDORS

overview



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[PROJECT](#)



Since its foundation in 1983, **TEIXIDORS** has been a social entity with the final objective to achieve social integration, and economic independence of people with learning difficulties. This objective, always the priority is carried out through extraordinarily creative work on manual looms. This special project generates, as cannot be otherwise, unique *products*. Sustainability is a global concept that has to incorporate environmental and social parameters. The integration of people at risk of social exclusion and the commitment to responsible consumption

# Purpose // NORLHA

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# BRAND EVOLUTION

Successful brands are not static, they are fluid and evolve without losing their DNA.

Logos themselves go in and out of fashion—from the minimal designs of the '60s to the logomania of the nineties to the varied expressions of today.

The overall trend is hard to miss: Luxury isn't connoted with fussy extras; no-nonsense boldness is the rule. Spartan solutions have been rampant in all areas of design and this is a trend to be continued.

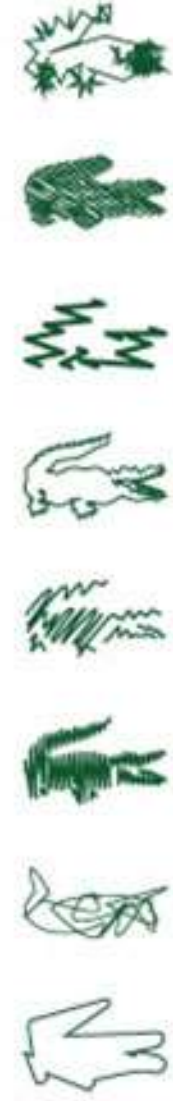
# Coca-Cola

In the Distinctive Bottle

est. 1886

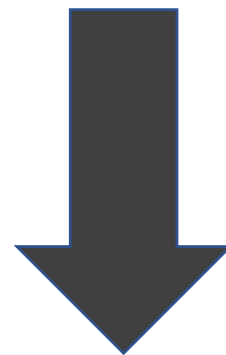








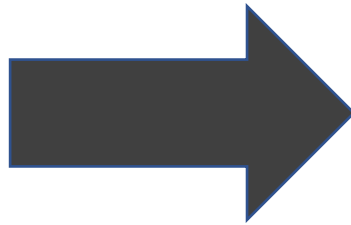
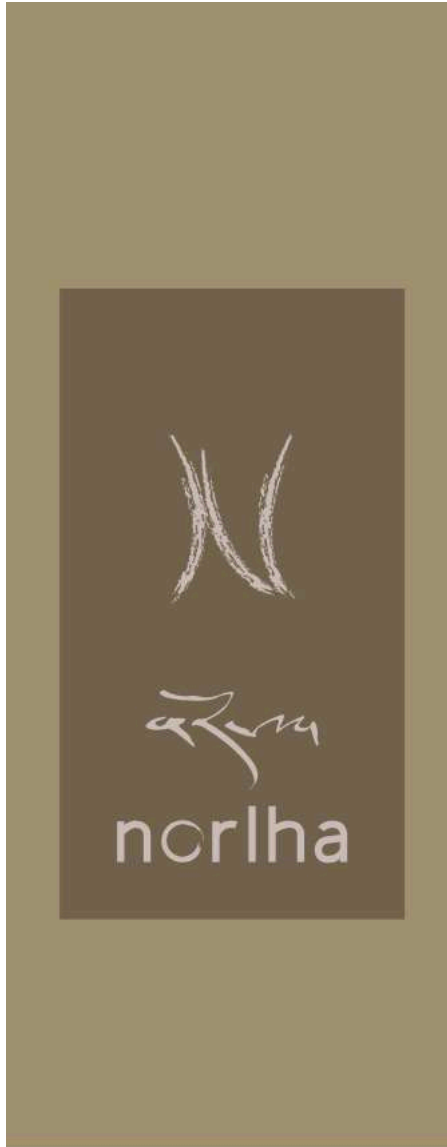
-Adele Dejak-  
NAIROBI, KENYA



**-ADELE DEJAK-**



**PASSION MADE ME DO IT.**



CARLA FERNÁNDEZ



C√



A logo is one of the most important representations of a company. A logo serves as an artistic representation of the company, an association of the brand's essence, an indication of a change in direction, and a symbol for its present and future potential.



The bold "I (HEART) NY" logo by Milton Glaser- cleverly using typewriter-style letters as the typeface - was dreamed up as part of an ad campaign to boost the state's image when crime and budget troubles dominated the headlines..

I ♥ NY  
MORE  
THAN  
EVER

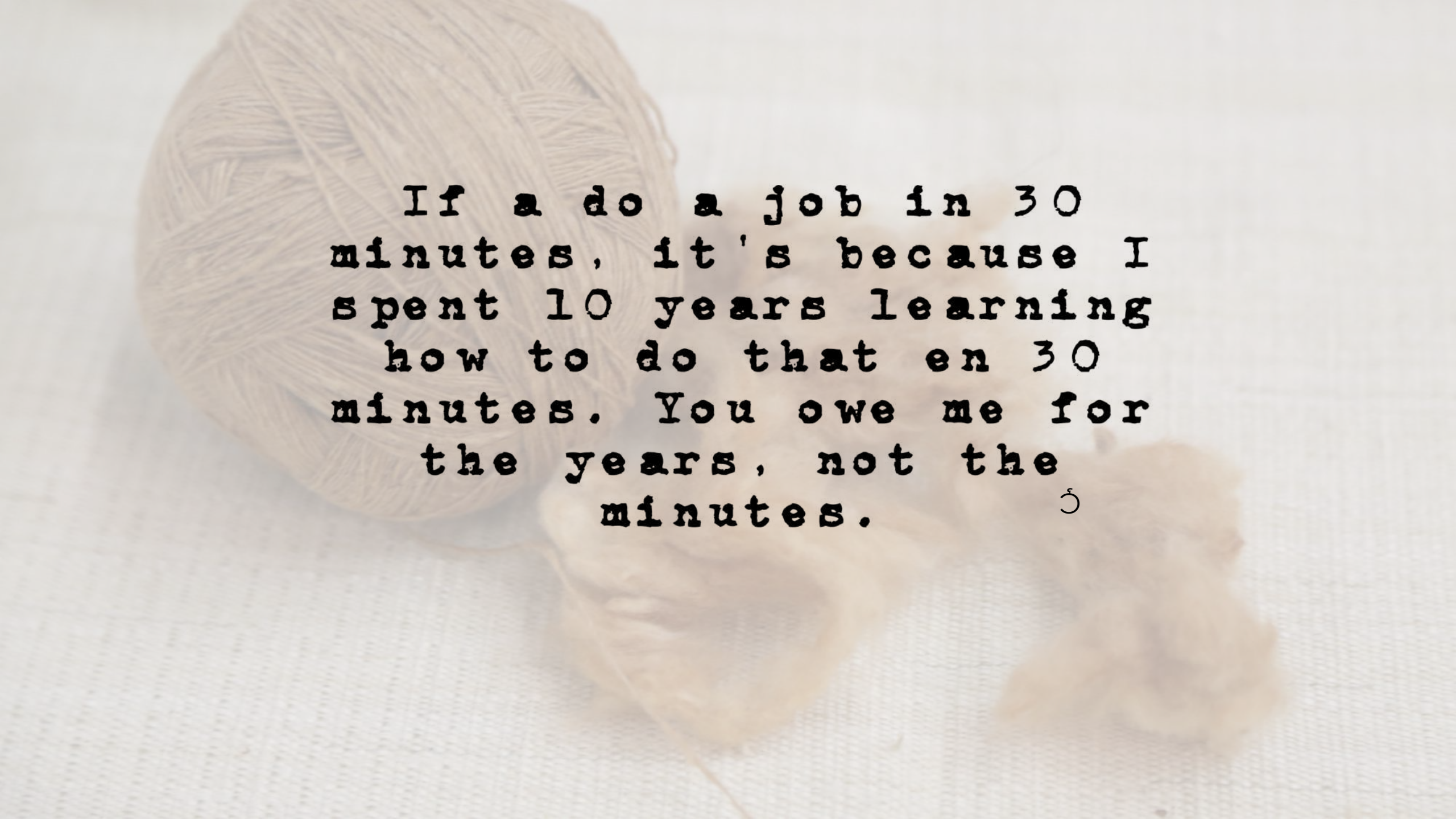
TOGETHER



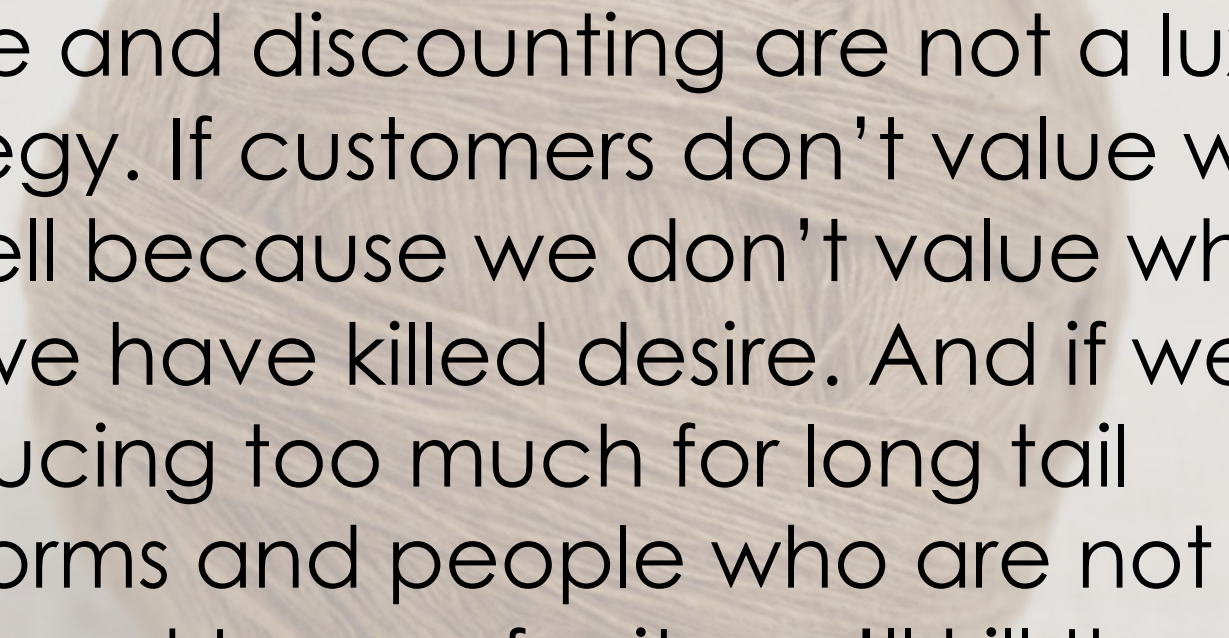


A brand has to communicate value according to its uniqueness. This is called the Unique Value Proposition (UVP)

How you define and communicate value is very much linked to your definition of value and your pricing strategy

A ball of light brown yarn is positioned on the left side of the image, partially overlapping a piece of light brown fabric. The background is a plain, light-colored surface. The text is centered over the image.

If a do a job in 30  
minutes, it's because I  
spent 10 years learning  
how to do that en 30  
minutes. You owe me for  
the years, not the  
minutes. 5



“Price and discounting are not a luxury strategy. If customers don’t value what we sell because we don’t value what we sell, we have killed desire. And if we’re producing too much for long tail platforms and people who are not prepared to pay for it, we’ll kill the planet. Forget our businesses. Game over,” —  
*Andrew Keith, Vogue Magazine*



Consumer habits are changing rapidly. Traditional luxury is part of the past. **New luxury** is here to stay in the form of independent, niche brands that embrace the concerns and changes of the “new different”.



**The Buyerarchy  
of NEEDS**

Independent/niche brands are very relevant today because they redefine what it means to be a global citizen. Concepts such as North-South; East-West; Past-Present, are reimagined by independent brands.

Devoted  
to Design

Committed  
to Heritage



X I N Û

BODE

रॉ मैंगो

JULIA RENATA

Norya  
Ayron



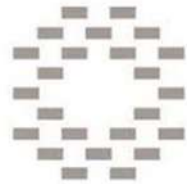
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raw mango



ONORA

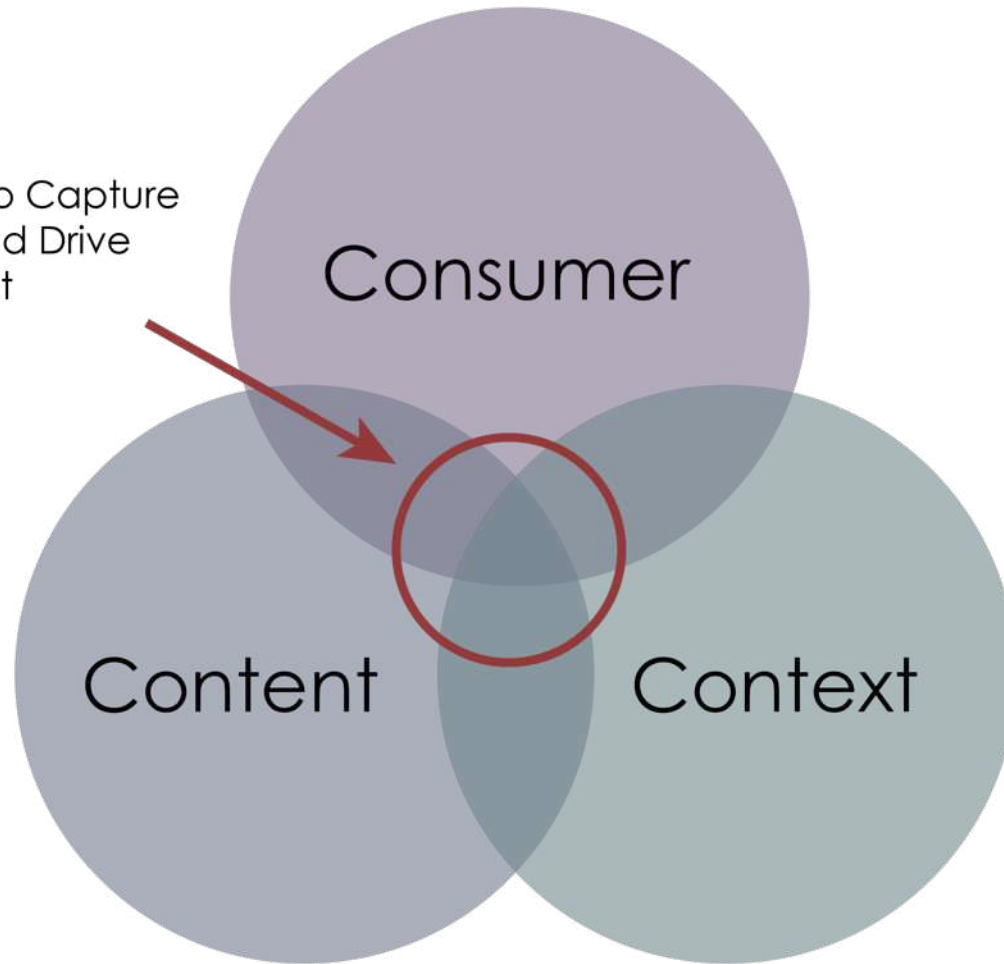
Catarina Mina



*Topolina*

ESCVDO

Most Likely to Capture  
Attention and Drive  
Engagement



Key Attributes

-WHO is the user?

-WHAT captures their  
attention and elicits en  
engagement?

-WHERE do they  
engage and share



In today's world, HOW you do something MUST relate to SUSTAINABILITY

Are you using natural materials?

Are you reusing materials? Recycling?

Are you giving proper payment and credit to your partner artisans?

Are you paying your employees fairly?

Are you promoting fair working conditions?

Are you embracing diversity in the workplace?

Are you working towards the preservation of culture?

Are you sure you are not involved in cultural appropriation?

# WHAT IS SUSTAINABILITY?

capable of being sustained

a: of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged

- sustainable techniques
- sustainable agriculture

b: of or relating to a lifestyle involving the use of sustainable methods

- sustainable society

# SUSTAIN

To manage to make something continue to exist over a long period of time







“Consumers are facing a growing desire to use their fashion choices to express their own style, self-image, and values.”

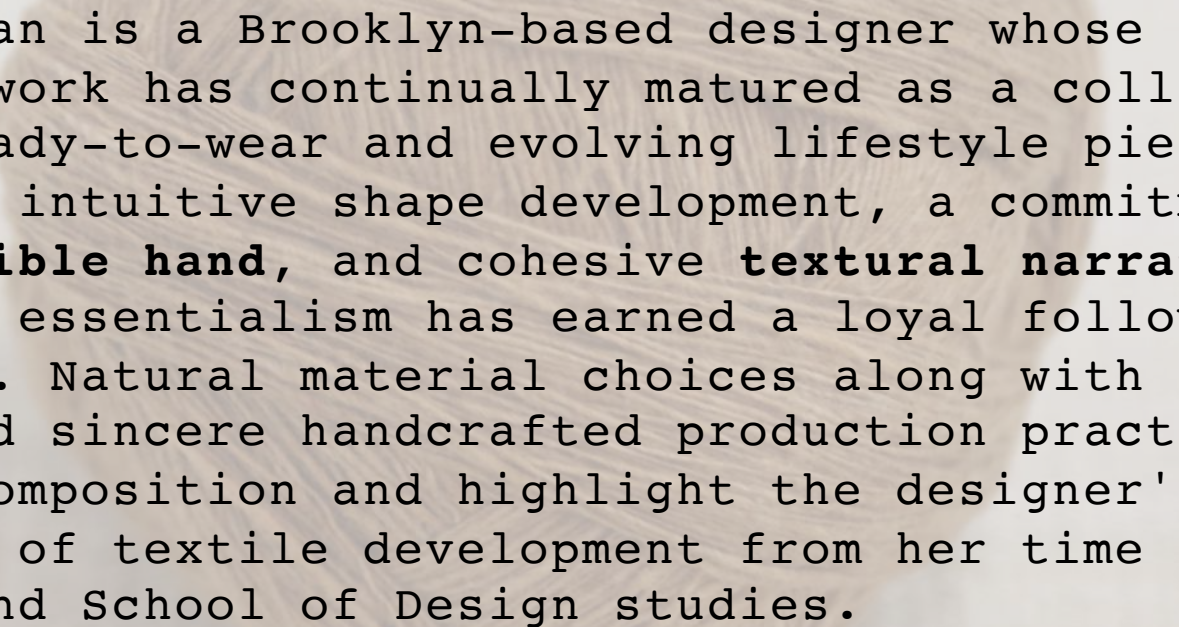
—*The Business of Fashion*

Exercise

## **Brand Manifesto.**

Please fill in the blanks:

For (audience) who (searches, wants and needs),  
(product name) is a (market category) than (key benefit).  
Unlike (competition), this product / service (only /  
difference)



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# Thank you

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If you are interested in my next workshops along with Polly Leonard from Selvedge Magazine please visit

[www.selvedge.org](http://www.selvedge.org)

**21 - 25 September, Crafting Your Brand,**

**28 September - 2 October 2020, Crafting Your Product**

**5 - 9 October 2020, Crafting Your Message**