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# Brand Strategy for *Company Name*

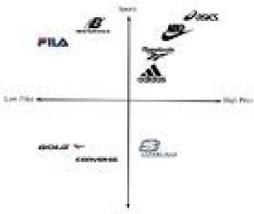
you'll end up with something like this

Brand Core	Brand Positioning	Brand Persona
<b>Purpose</b> This is where your Purpose Statement goes as the outcome of the first branding exercise.	<b>Audience</b> Here you will state who your audience is, what problems they face and what drives them here.	<b>Personality</b> This is where the outcome of your brand personality exercise should be. Describe your planned personality.
<b>Vision</b> This is where your Vision Statement goes as the outcome of the second branding exercise.	<b>Market</b> This is where the outcome of your market analysis exercise will go. Here you will write your Declaring Statement.	<b>Voice</b> Here you will define your tone of voice - how you speak to your customers.
<b>Values</b> Here you will write down your top three to five values with short descriptions.	<b>Goals</b> Here you will include your prioritized numerical goals which will help you define the scope of work.	<b>Tagline</b> Finally here you will include a couple Tagline/Message options.

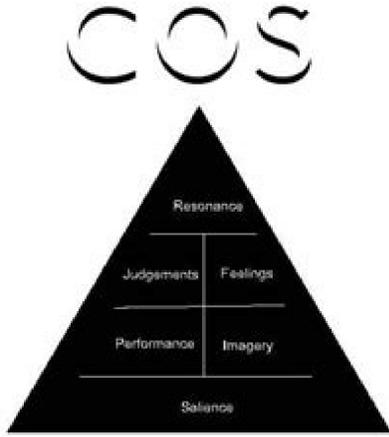
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Figure 7. Examples of Fashion Branding and Packaging



- BRAND RESONANCE PYRAMID CBBE**
- RESONANCE**
    - Community
    - Social Networks
    - Gallery store space
  - JUDGEMENTS**
    - Timeless
    - Understated
    - Clean
    - Minimalist
  - FEELINGS**
    - Confident
    - Contentment
    - Commitment
    - Happiness
  - PERFORMANCE**
    - Design Quality
    - Functionality
    - Affordability
  - IMAGERY**
    - monochrome
  - SALIENCE**
    - Affordability
    - Equality
    - Workwear



Fashion brand positioning map. Luxury fashion brand positioning map. How to do a brand positioning. Fashion brand positioning chart. Fashion brand positioning statement examples. Fashion design brand positioning. How to write a brand positioning. Fashion brand positioning examples.

A brand is built by the accumulation of experiences, interactions and social behavior between a product, service, and company. Since a brand is considered as a whole and is not segmented into departments, your brand positioning strategy needs to balance your aspirations for the brand, your ideal customer experience, and your targeted market. Every successful brand is backed by a carefully designed positioning strategy. Positioning is the dynamic approach that adapts to ever-changing markets, customer behavior and content consumption. Positioning is the fundamental concept in all branding, marketing, and social media touchpoints. A perfect positioning strategy is: Relevant Distinct Credible Emotionally-driven, and Has a long-term outlook Why Should You Bother With Positioning? Positioning is only for the brands that are consumer-centric. Positioning is conceived by keeping the customer as the focal point. A well-positioned brand speaks directly to the clients and breaks through the barriers of oversaturated markets. If you are in the lifestyle and fashion eCommerce segment, you are in a crowded place with a lot of players competing for your ideal consumer's attention. The brand that understands their consumers the most and positions themselves as relevant, distinct, credible, and emotionally-driven with a long-term outlook, has a definite advantage. How to Position Your Lifestyle and eCommerce Fashion Brand Positioning is the successful amalgamation of price, product, promotion, and place - the dimensions that control sales. What - Category How - Differentiating characteristic Who - Customer demographics Where - Market geography Why - Customer need When - Underlying trend These questions might seem trivial and dated, but if answered honestly there's so much valuable information you can gather from them. Start with the following steps and you'll be on your path towards positioning your brand successfully. Read more: Building a Brand: How to Tell a Powerful Brand Story Define Yourself Your lifestyle and fashion brand is an extension of yourself, your values, your views, and your story. The first step to go in that direction is to define how you want your brand to be perceived. This step is the phase where you must invest most of your time. A strong brand is built on clarity of thought. Pyer Moss branding Pyer Moss a relatively new brand has distinctively defined themselves, and it translates well in their products and visual communication throughout all their touchpoints - from their website to their packaging. Who Is Your Audience? You need to identify your audience and know them well. If your answer is your brand is for everyone then, in reality, it will be for no one. Brands grow stronger when they narrow their focus. Surveys are lazy, and focus groups lack intent. You need to go the extra mile, connect personally with your defined audience, ask questions, observe where they spend time, how your brand can benefit them, and you'll be miles ahead of your competition. Alison Lou Branding Alison Lou has a crystal clear understanding of their audience which explains their recent rise in popularity. A jewelry brand that's competing with brands 4 times bigger than them. "Because of technology, Millennials have a different way of communicating than previous generations. As a result, designers like Alison Lou Chempla, who use emoticons as a jewelry theme, really speak to a Millennial audience." Source: Centurion Jewelry What is Your Category? Kenzo, the most fun, supporting in your face attitude clothing brand sells more than just clothes, so does Fendi, Luis Vitton, and Hermes. All these luxury brands have evolved but in their initial days of gaining attention, they catered to only one single category. Kenzo was all about fur. Fendi was about bright leather bags and so on. Hence, you need to focus only and purely in one single category. Get to the essence of that category. Gain your audience and evolve from there but you have to narrow yourself to just one category and own it. Gentle Monster Branding Gentle Monster has done what Kenzo did in their early years. They have crafted a niche category for their brand. This can be easily experienced through their digital presence and unusual glasses. What is Your Value Proposition? So far you have the brand's essence, you understand your audience, and you have defined your focused category. Now: Imagine where does in this whole scheme of things you can provide actual value? For instance, Zappos is for customer service, Volvo stands for safety, Lady Gaga is Madonna and Everlane is for radical transparency of present times. So where can YOU provide authentic value to the customer? Define your value proposition and own it! Everlane - Value proposition Everlane - they have managed to own their value proposition so well with their classic looks that it disrupted the market and changed the way we see fashion brands doing business. Define Where You Want to Position Your Brand Your lifestyle and fashion eCommerce brand needs a goal, an ideal place, a perfect sweet spot where you want your brand to be. You need to define that position clearly. Only through understanding and setting up a target, you'll be able to measure your progress. Don't try to position your brand too broadly. Single focus and owning that one place is what gets attention. You must know where your current position is in the market and whom you must outwit to position yourself in the sweet spot which is not taken. Everlane is a good example of that as they noticed the change in customer behavior and outwitted their competition in fashion eCommerce. They positioned themselves as a transparent brand with a clear conscious. Everlane - Transparent brand with a clear conscious Executive! That's where the majority of the brands fail. It looks promising in the spreadsheets and PowerPoint presentations but keeping it together through the execution is the ultimate test. Your brand grows stronger the more you keep your processes streamlined with people accountable for each decision. Especially in lifestyle and fashion eCommerce a minimal viable product with little to no brand strategy and positioning will fail to get any attention. It's your responsibility as a brand owner to assign the right people and create magic. Create a structure for your team and brand guidelines that they must follow. Your website's design, your checkout process, even the way you handle support - it all contributes to the way you position your brand. Consistent approach firms your position in the customer's eye, don't take the customer for granted. "Good design is a Good business." Checklist We have listed a few questions that you need to ask yourself and take action to be able to position your lifestyle and fashion brand successfully amongst the competition. 1. Do you have a brand identity program in place? An excellent example of a successful brand identity program is Uber's new Brand Experience. Uber Brand Experience 2. Have you personally interviewed (at least 5 people) your target audience? You can use software like www.surveymonkey.com or Typeform, but the best interviews are done in-person. Talking to your customers face-to-face allows you to see through their body language and emotions. 3. Do you know where/who you are targeting? You can use HubSpot's Make My Persona to organize and define your brand persona. HubSpot's MakeMyPersona 4. Do you know where they spend most of their time? This where you'll get more detailed info: Facebook Audience insights. Facebook Audience Insights is an excellent starting point to understand more about your audience. Let's say you're running a women's outdoor shoe brand, and your potential audience is women, hikers in the US. You can quickly filter that audience using Facebook Insights and learn more about its demographics: their lifestyle, jobs, relationships, etc. Related post: Facebook Ads for e-Commerce - How to Kickstart your Business 5. Have you defined a tone of voice for your brand? You'll need to create a perfect copywriting solution for this. 6. Do you have a focus category? You need to focus on one single category of your business to position your brand well. 7. Which art movement best describes your brand? Have you incorporated it into your communications? 8. Which genre of music best describes your brand? Have you incorporated it into your communications? 9. Have you articulated your value proposition? Your value proposition explains how your product solves customers' problems or improves their situation (relevance), delivers specific benefits (quantified value), tells the ideal customer why they should buy from you and not from the competition (unique differentiation). 10. Have you distilled your brand essence in one single tagline? You need to have a strong tagline, describing your brand essence in the strongest manner. Here are 4 examples: Famous Footwear. The value shoe store for families L'Oréal. Because you're worth it. Nike. Just do it. Coca-Cola: The real thing Conclusion Positioning your lifestyle and eCommerce business successfully is a hard but crucial job. If you want to survive as a fashion business, you must dedicate a significant time of your work to developing your brand identity, understanding your customers and your brand position. Otherwise, you risk drowning in a sea of fashion brands popping every month. Image source(s): [1] We live in the era of cut-throat competition, and the fashion sector is no different. Starting a fashion brand, producing at least the first three collections, and watching it take off is a massive challenge. With an array of fashion brands, all looking similar on the surface, winning your customer's hearts and driving sales isn't an overnight success. If there's something that can set your fashion brand apart from the rest, then it's your uniqueness. To simplify it further, a strong brand positioning strategy will give your fashion brand a competitive advantage in the already flooded market. For your brand to highlight and stand distinct in the market, it's imperative to carve out the brand's place in the minds of clients. What is Fashion Brand Positioning? For ages, the definition of brand positioning was restricted. Almost everyone was at a consensus of just providing a company with a creative logo and design to sell its products and services. Branding was reduced to offering a unique aesthetic component to the brand. The primary focus has been on the visual identity of the brand- name, logo, design, packaging, etc. However, the essence of brand positioning has evolved over the years and goes beyond fancy logos or taglines. Now, an effective positioning strategy encompasses a myriad of activities to persuade your customers to favor your collections and styles over similar garments. It is more about clarifying how your fashion brand wishes to be perceived and being precise about what could be expected from your label. Brand positioning is a way of defining your brand's uniqueness in comparison to your competitors. It's simply giving your clients a reason to choose your brand as a better choice by exploring, identifying, and refining your identity. Your brand's USP could be anything, more accessible, more sustainable, more high-end, more ethical, and the list goes on and on. Why is Brand Positioning important for Your Fashion Brand in the Long Term? The proof of the strength of an effective branding strategy is in the numbers. Around 90% of the fashion brand marketers agree that driving good fashion sales relies heavily on engaging brand positioning. Fashion labels with intelligent brand positioning strategies generate 33% more revenue. The success of such a planned move speaks volumes when customers start considering your brand as credible, valuable, and worthy of investment. Your brand positioning strategies will prove fruitful eventually by leading to brand differentiation, better revenue, stronger brand value, and an even stronger message. 1. Brand positioning attaches value to your brand If your brand wishes to develop into a sustainable and promising business, then branding helps give more leverage to your label. It increases the brand's value and makes it a more appealing investment opportunity for the customers. A brand that gets successful in building a reputation in the marketplace has value coming along with it. That value can translate into anything, more influence, a better price point, or mindshare. A brand in itself has weight and financial value attached to it, and that can only increase if it manages to win over its customers. Brand positioning gives your clarity on your brand's specific value. Your value is the aspect that your brand specifically caters to in the market. Your value could be providing fashion products that bridge a gap or satisfy a need or a want by offering better alternatives than the competitors. In the absence of branding plans, all your brand can offer is ambiguity. Needless to say, no one buys ambiguity. 2. Brand positioning brings to the table new and better customers Let's just all agree that, with so many labels, customers feel overwhelmed and make hasty decisions. Who doesn't want fuss-free choices and decisions? No one wants to shortlist 25 alternatives and pick the right one among those. The choices are easy to make when they know whom to trust. That's exactly when a brand's brand positioning comes to its rescue. Strong branding will trigger the emotions of your target market. A well-positioned brand will never have trouble in building and attracting potential clientele. Once a brand manages to build a favorable reputation, it'll always be perceived by the audience in a positive light. A brand is likely to do good business if customers perceive it as familiar and trustworthy. A brand's reputation always precedes it, and once done well, an uncontrollable chain of propagation will kick start. A well-established brand will generate business through the most effective advertising technique, word of mouth. So, if the right levers are smartly pulled in a brief time, the likelihood for people to say "yes" will increase. 3. Brand positioning sets your brand apart from the rest Let's just face it: no one wants another similar-looking product. In such a choked market, how can your fashion brand outshine the rest? If your brand provides a unique proposition, caters to some unmet needs, or delivers an unsurpassed experience, then you're sure to stand out. The only way you can hold a dialogue with your target audience is through brand positioning. With so much noise and clutter, your brand, like others, can blur out in anonymity. Every day, our phone screens are flickering with tons of sales and advertising notifications from umpteen brands. Everyone wants to grab your time and attention. In this clutter, brand positioning breaks through the noise and lets you interact directly with your target audience. Instead of screaming out to empty spaces or deaf ears, your brand will become visible, and your voice acknowledged. 4. Brand positioning will increase employee pride and satisfaction When an employee is associated with a strongly established brand that stands by him, he'll take pride in being a part of it. Employees feel higher levels of satisfaction by working for a reputable brand. Being attached to a highly regarded fashion brand, employees tend to feel more creatively fulfilled and enjoy being in the workplace. The stakeholders of a brand are not just the outside clients, but also the ones working inside. It is well known that interaction is the basis of commerce for any label. And, in the line of communication, the employees are the first ambassadors. Employees who feel content with their association will pass down a positive perception of the brand further down the line. They're the first ones to interact with clients and partners. If they spread positive messages about the brand, such a powerful spread of word might translate into better leadership, more participation, and improved products and services. All in all, everyone coming in contact with the renowned brand will propagate the brand positively and will help it thrive. 5. Brand positioning builds trust within the marketplace A reversed and raved fashion brand will leave everyone drooling. Once the foundation of a brand's reputation is built, there's no turning back for it. The customers will start placing an enormous amount of trust in the label, and the brand easily becomes their go-to. A trustworthy brand will always be better perceived in the eyes of clients. And, a better reputation results in a stronger brand image. A brand positioning strategy navigates the right way to maintain a decent level of trust between the company and the outside world. This happens when a brand promises to offer something attainable and realistic to the audience. And, trust builds up when it manages to live up to the expectations by delivering its promises. This is of utmost importance in a crowded market, where trust can persuade the buyers from intention to action. Fashionza is the best platform for all your sourcing needs. Do you fancy starting up your fashion label to fuel your passion for fashion? However, in the initial days, it's hard to maneuver your way to the right suppliers who curate a collection that brings your imagination to life. If you think so, then Fashionza is just the place for all those fashion aficionados. It's a platform that helps clothing brands to manufacture their collections by connecting them with the right suppliers. Not only that, but they also overlook the entire production process, and the platform is easy to use. You can place an order, track it, get daily updates, and connect with the manufacturers to make payments. Choose Fashionza and get your sourcing needs covered. Position your brand appropriately to seek growth. Your brand image can either make or break your business. One poorly planned strategy and your brand gets tarnished forever. To move ahead in a crowded marketplace, it's important to find out ways that make your brand special. Once you have the attention, growth is inevitable. Plan your moves and see your fashion brand winning hearts.

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