NAAN MUDHALVAN PROJECT *(Brand Name Creation)

NMID - NM2023TMID10642

Brand Name: Funky Fusion

Tag Line: Style Unleashed!!

Category: Online Clothing Store

Target Audience: All (Boys & Girls), Age: Teenage (13-19)

Brand Personality Trait: Energetic and Authentic

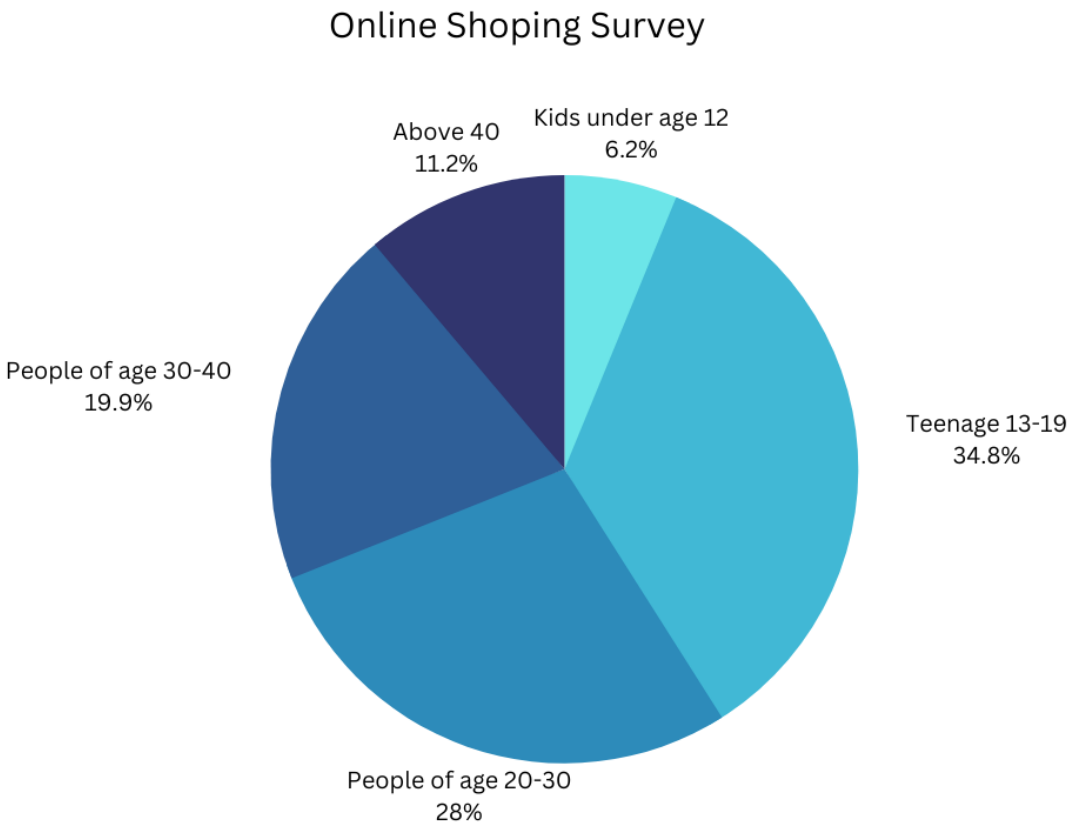
Email: teenclothingfunkyfusion@gmail.com

Logo Theme: Related to clothing store – Coordinate shades

Upload Your Logo Design

Documentation - Attached Screenshots with Steps

Step 1: Identify Your Target Audience



Target Audience – Teenage (13-19)

of all teens make purchases online.

Think with Google

Google/Ipsos, U.S., "The Mobile-First Mindset of Gen Z," all teens defined as 13- to 17-year-olds n=1,000, Hispanic teens n=996, Black teens n=1000, 18- to 24-year-olds n=1,009, 25- to 34-year-olds n=1,004, Aug. 2016.

Sources:

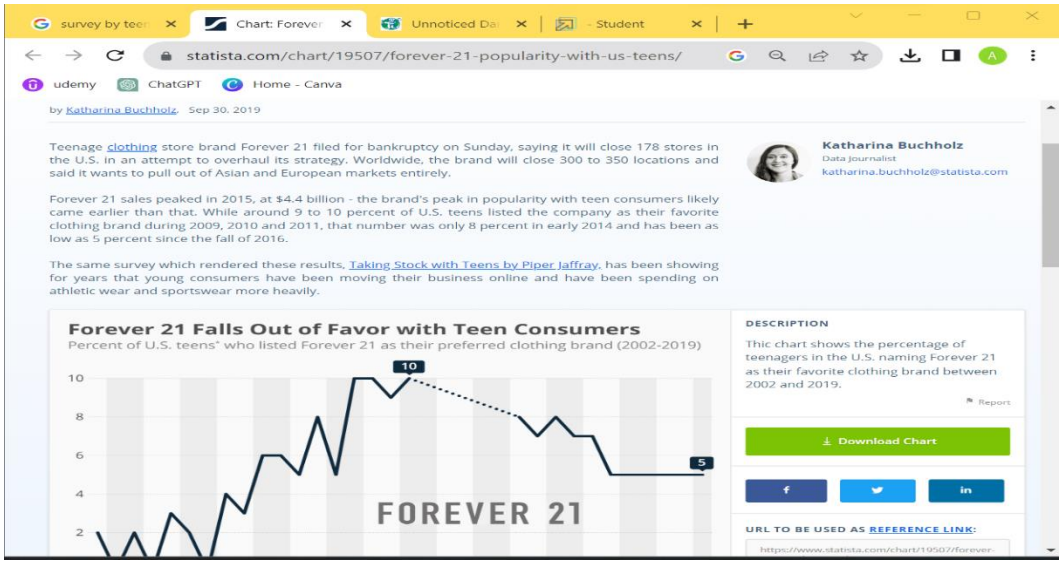
Table-7: Measures on fashion apparels

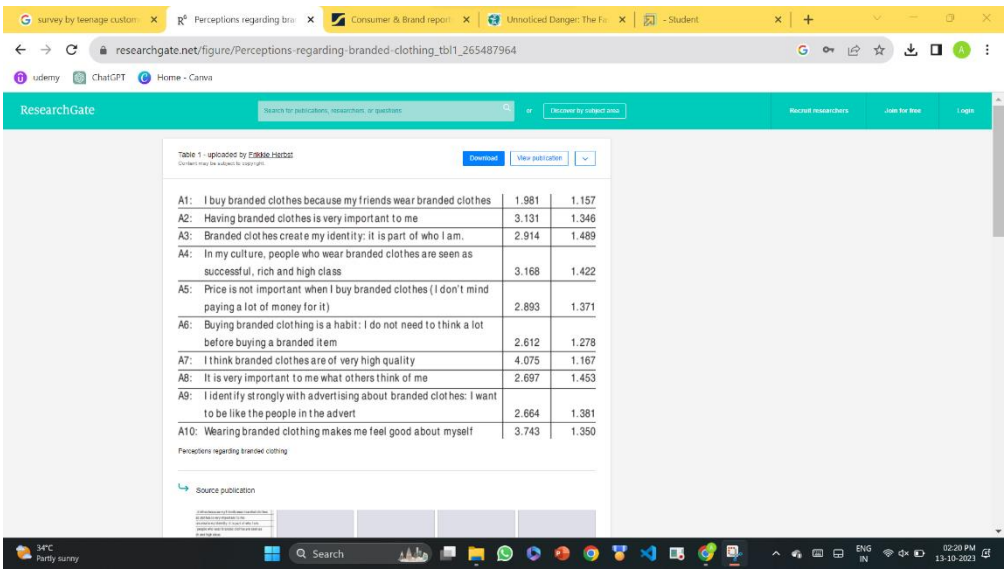
Code	Statements
1	To me shopping is a way to relieve stress.
F.A.B-1	I purchase apparels when I want to treat myself to something special.
F.A.B-2	I purchase apparels to keep up with the trends.
4	I purchase apparels for the sake of variety in my collection of clothes.
P.C.B-1	I go for apparel shopping only during sales.
P.C.B-2	I enjoy looking for discounts when I purchase clothes.
7	I purchase brands which give me value for money.
8	I prefer buying high-priced apparels for prestige's sake.
9	Cost is never a barrier when I purchase apparels.
10	I purchase apparels which seem similar to the ones worn by my favorite actor/actress in a movie
B.C.G-1	I purchase a particular brand because I get apparels of my fitting.
12	When I purchase apparels, I usually look for sophistication in design.
RGB-1	My apparel purchase in influenced by what my friends purchase.
RGB-2	Parents have a say in my purchase decision.
P.C.B-3	I am tempted to buy more clothes during the sales season.
16	Sometimes I purchase clothes against my liking because they fall in my budgeted estimate.
17	I purchase clothes that are very loud in colors and

Income level	*Type of branded apparels*			
	Shirt	*Trousers*	*T-shirt*	*Total*
< 20000	57	19	104	180
40001-60000	42	62	37	141
Total	99	81	141	321

1 Cross tab of Income level and Branded apparel preference

Source publication


statista.com/chart/19507/forever-21-popularity-with-us-teens/
udemy
ChatGPT
Home - Canva
by Katharina Buchholz, Sep 30, 2019
Teenage clothing store brand Forever 21 filed for bankruptcy on Sunday, saying it will close 178 stores in the U.S. in an attempt to overhaul its strategy. Worldwide, the brand will close 300 to 350 locations and said it wants to pull out of Asian and European markets entirely.
Forever 21 sales peaked in 2015, at $4.4 billion - the brand's peak in popularity with teen consumers likely came earlier than that. While around 9 to 10 percent of U.S. teens listed the company as their favorite clothing brand during 2009, 2010 and 2011, that number was only 8 percent in early 2014 and has been as low as 5 percent since the fall of 2016.
The same survey which rendered these results, Taking Stock with Teens by Piper Jaffray, has been showing for years that young consumers have been moving their business online and have been spending on athletic wear and sportswear more heavily.
Katharina Buchholz
Data Journalist
katharina.buchholz@statista.com
Forever 21 Falls Out of Favor with Teen Consumers
Percent of U.S. teens* who listed Forever 21 as their preferred clothing brand (2002-2019)
10
8
6
4
2
10
5
FOREVER 21
DESCRIPTION
Thic chart shows the percentage of teenagers in the U.S. naming Forever 21 as their favorite clothing brand between 2002 and 2019.
Report
Download Chart
URL TO BE USED AS REFERENCE LINK:


researchgate.net/figure/Perceptions-regarding-branded-clothing_tbl1_265487964
udemy
ChatGPT
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ResearchGate
Table 1 - uploaded by Fokkie Herbst
Download
View publication
A1: I buy branded clothes because my friends wear branded clothes 1.981 1.157
A2: Having branded clothes is very important to me 3.131 1.346
A3: Branded clothes create my identity: it is part of who I am. 2.914 1.489
A4: In my culture, people who wear branded clothes are seen as successful, rich and high class 3.168 1.422
A5: Price is not important when I buy branded clothes (I don't mind paying a lot of money for it) 2.893 1.371
A6: Buying branded clothing is a habit: I do not need to think a lot before buying a branded item 2.612 1.278
A7: I think branded clothes are of very high quality 4.075 1.167
A8: It is very important to me what others think of me 2.697 1.453
A9: I identify strongly with advertising about branded clothes: I want to be like the people in the advert 2.664 1.381
A10: Wearing branded clothing makes me feel good about myself 3.743 1.350
Perceptions regarding branded clothing
Source publication
34°C
Partly sunny
Search
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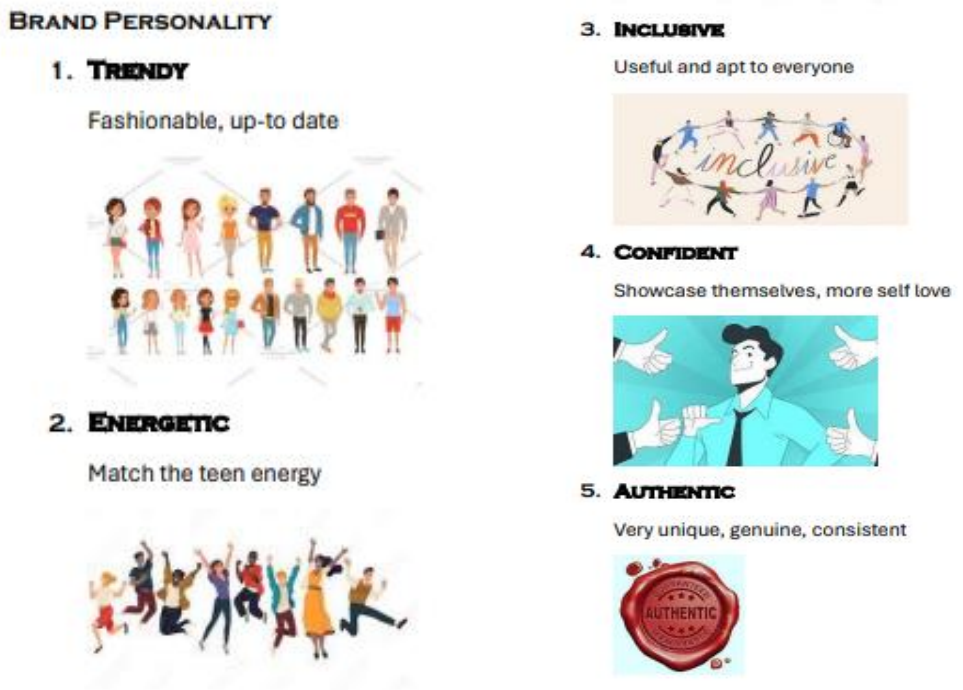
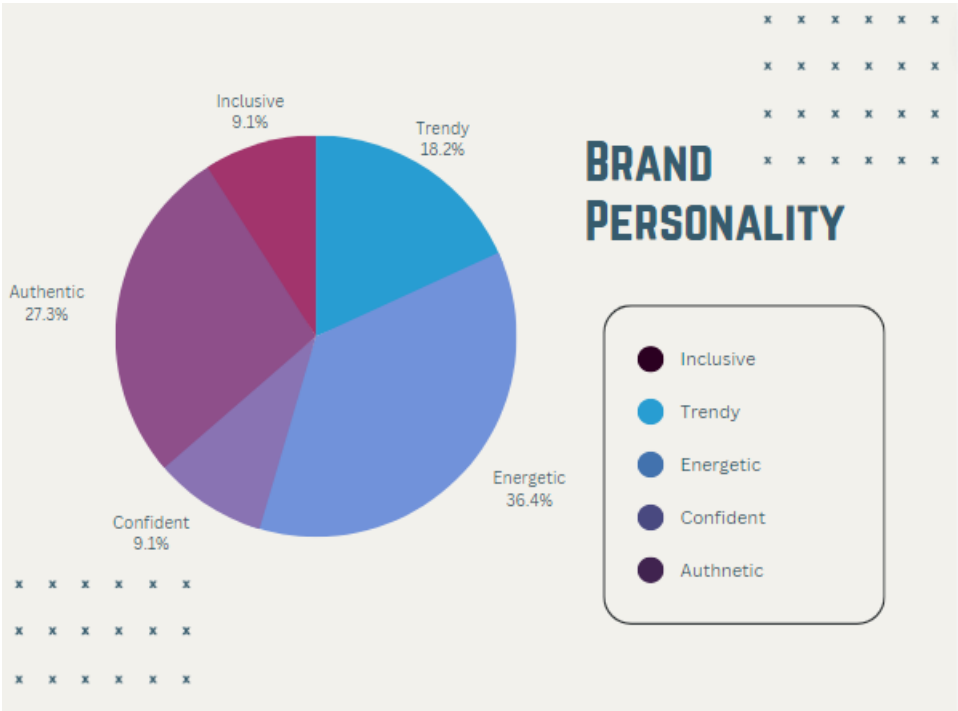
02:20 PM
13-10-2023

yrehub.global/2021/05/12/unnoticed-danger-the-fashion-industry/
udemy
ChatGPT
Home - Canva
To understand how aware Portuguese and Turkish youths are of these issues, and learn about their shopping behaviour, we have conducted a survey which was answered by 100 teenagers. We also carried out a detailed research and interviews to understand the path towards sustainability.
How aware are young consumers of these issues?
Some answers aren't very encouraging. Most teens say they don't read labels, don't consider clothes' environmental impact, only have a vague idea about which raw materials are more eco-friendly and ignore the water consumption of clothes' production. In contrast, written comments show many are concerned about these problems.
PERCENTAGE OF TEENS WHO SAY THEY...
35,3
37,3
62,7
43,1
33,3
52,9
84,3
47,1
45,1
21,6
45,1
41,2
39,2
31,4
68,6
35,3
68,6
47,1
96,1
90,2
Turkey
Portugal
Privacy & Cookies: This site uses cookies. By continuing to use this website, you agree to their use.
To find out more, including how to control cookies, see here: Cookie Policy
Close and accept
34°C
Partly sunny
Search
ENG
IN
02:15 PM
13-10-2023

Step 2: Define Your Brand Personality



Personality Traits of clothing stores



Brand Personality Trait- Energetic, Authentic

Step 3: Make A List of Brand Name Ideas

1. **Trend Fizz** - Implies staying current with fashion trends while adding excitement.

2. **Teen Vibe** - Captures the youthful and trendy spirit of teenagers.

3. **Funky Fusion** - Combines "funky" and "fusion" to signify a blend of unique, stylish elements.

4. **Zestful Zing** - Conveys a lively and energetic sense of style and fashion.

5. **Pulse Pop** - Reflects a brand that's pulsating with trendy and popular fashion.

6. **Glam Groove** - Combines glamour and groove, representing fashionable and rhythmic style.

7. **Retro Rush** - Evokes a sense of nostalgia for retro fashion trends.

8. **Cool Quake** - Implies a trendy and cool fashion that can cause a stir.

9. **Wave Whirl** - Conveys a dynamic and ever-changing fashion sense.

10. **Fresh Flare** - Implies a fresh and vibrant style that stands out.

11. **Eclectic Edge** - Combines a variety of elements for a unique and edgy fashion style.

12. **Splash Street** - Evokes a lively and visually appealing fashion scene.

13. **Nova Nest** - Suggests a place where new and exciting fashion is gathered.

14. **Pop Chic** - Represents a fusion of popular and stylish fashion.

15. **Stellar Style** - Implies fashion that's on a stellar or high level.

16. **Radiant Riot** - Conveys a vibrant and colourful fashion revolution.

17. **Colour Craze -** Reflects a passion for vibrant and colourful fashion.

18. **Groovy Glimpse** - Implies a fashionable style with a touch of grooviness.

19. **Youth Fusion** - Combines youthfulness and fusion to represent trendy styles.

20. **Joy Rush** - Conveys a sense of joyful and exciting fashion.

Step 4: Narrow Your List

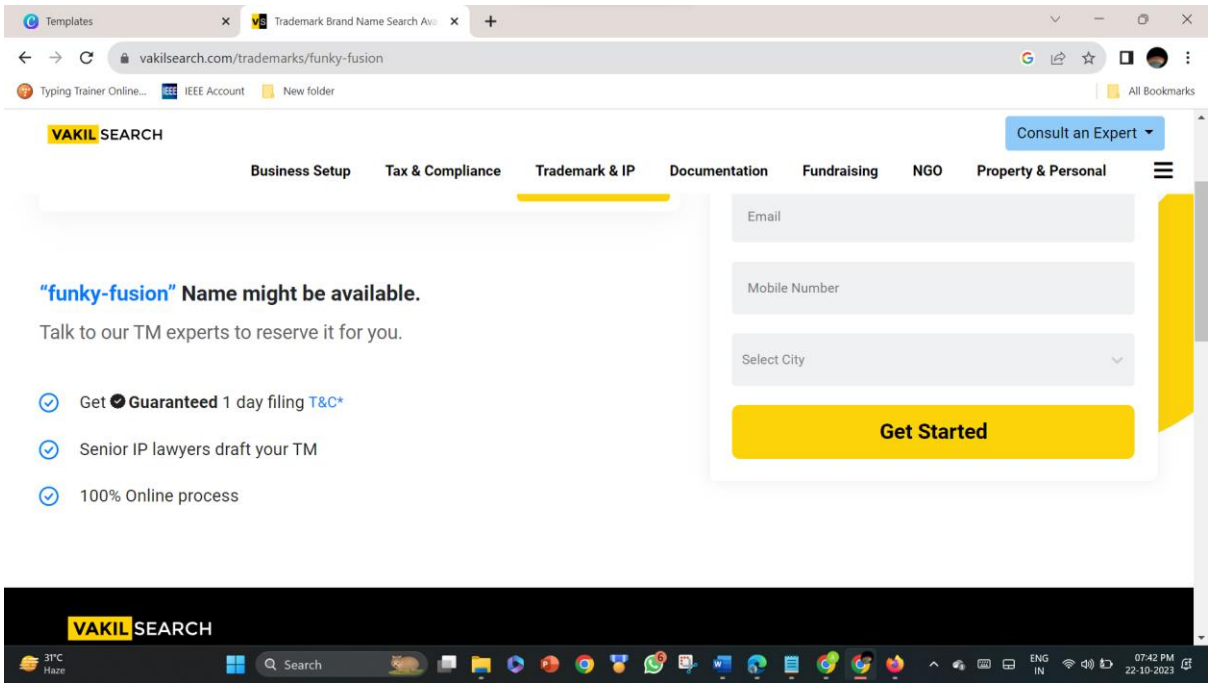
Brainstorming session with team members for Brand Name Selection

Final Brand Names after Brainstorming:

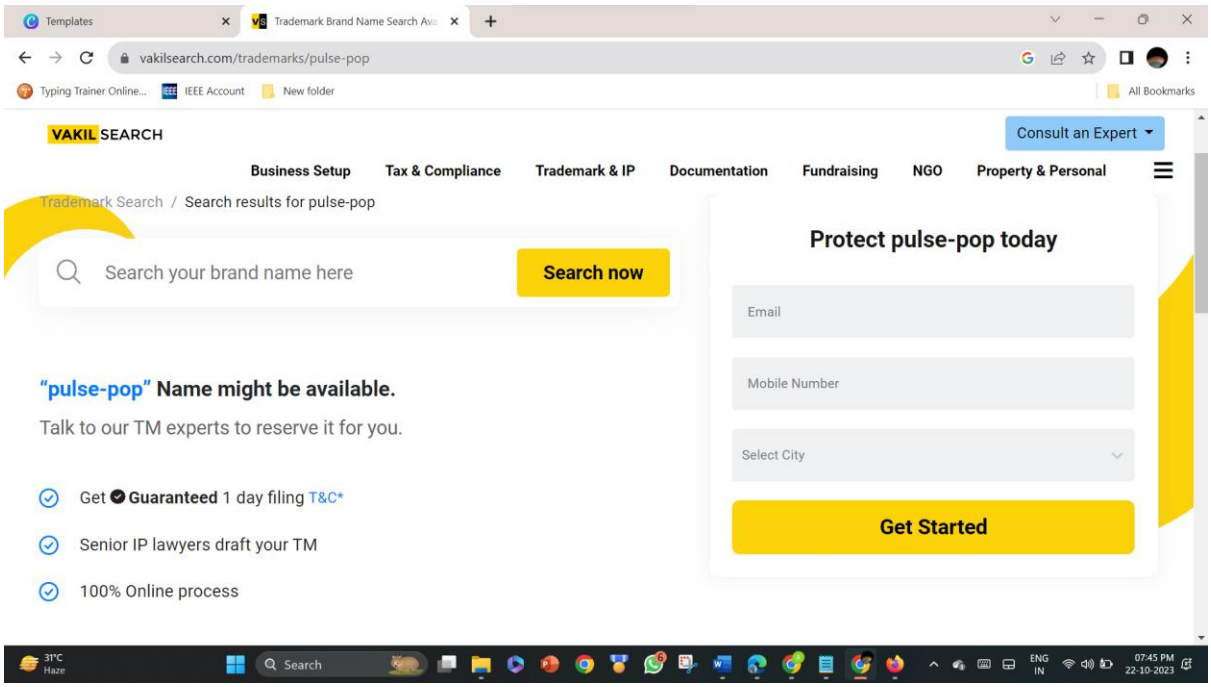
- Funky fusion
- Pulse Pop
- Cool Quake
- Eclectic Edge
- Pop Chic

Step 5: Check For Availability

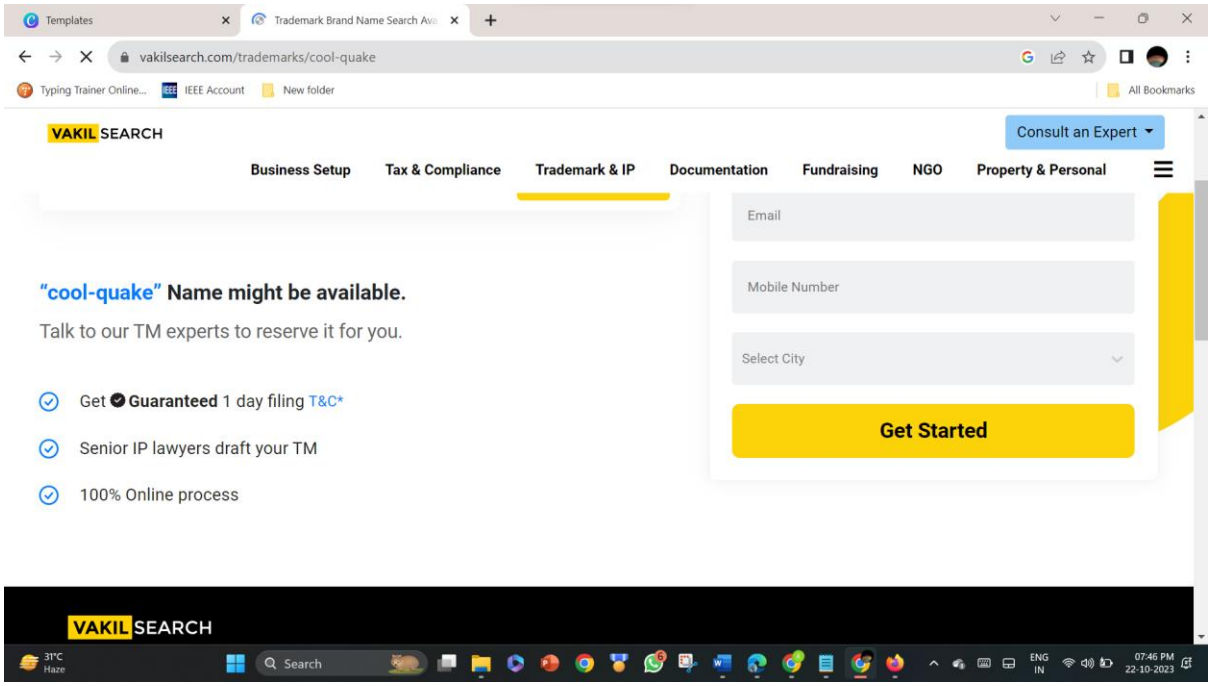
1.Funky Fusion



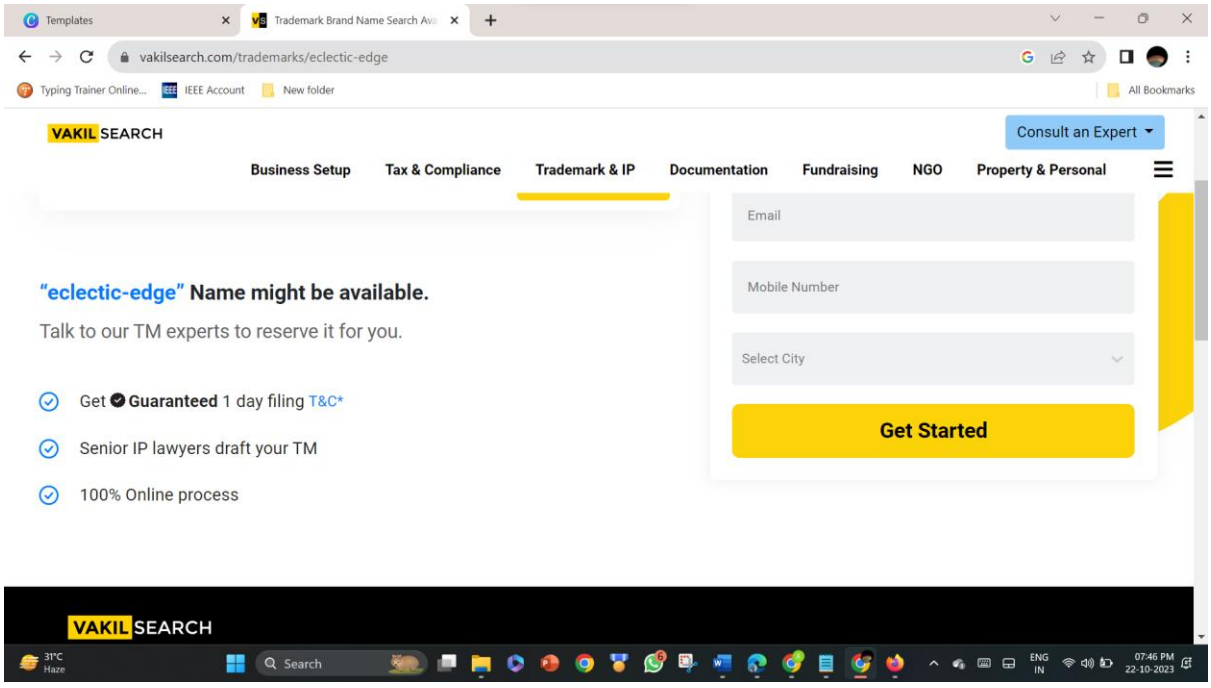
2.Pulse Pop



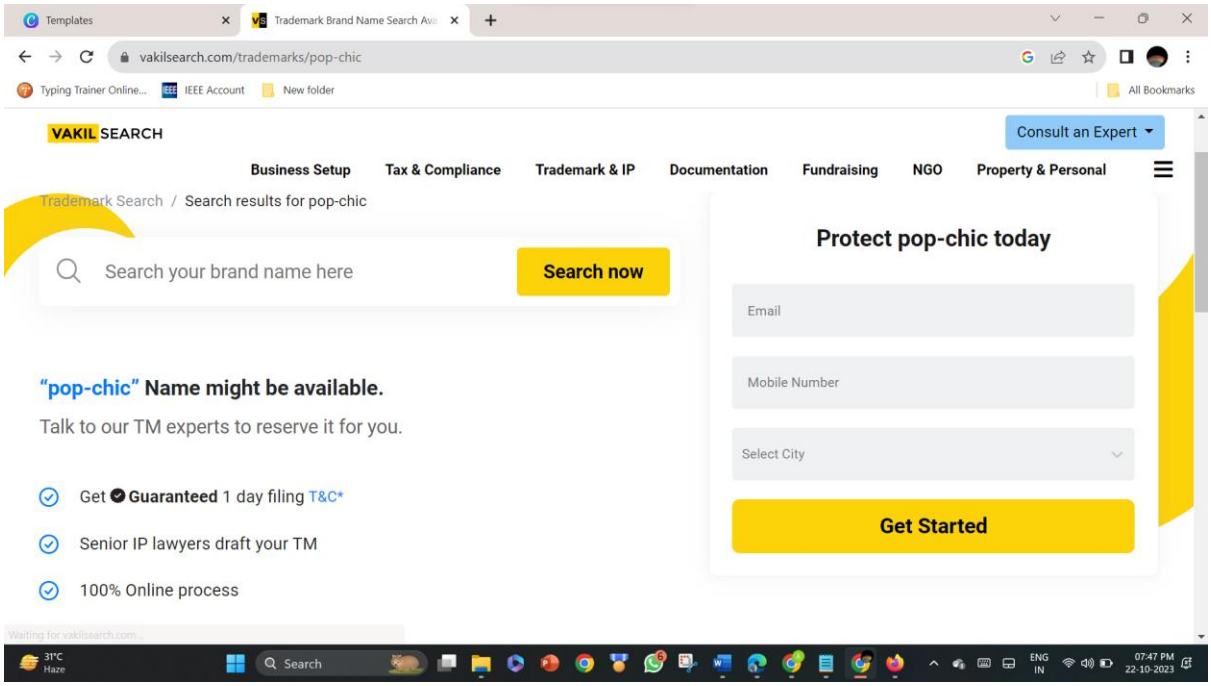
3.Cool Quake



4.Eclectic Edge



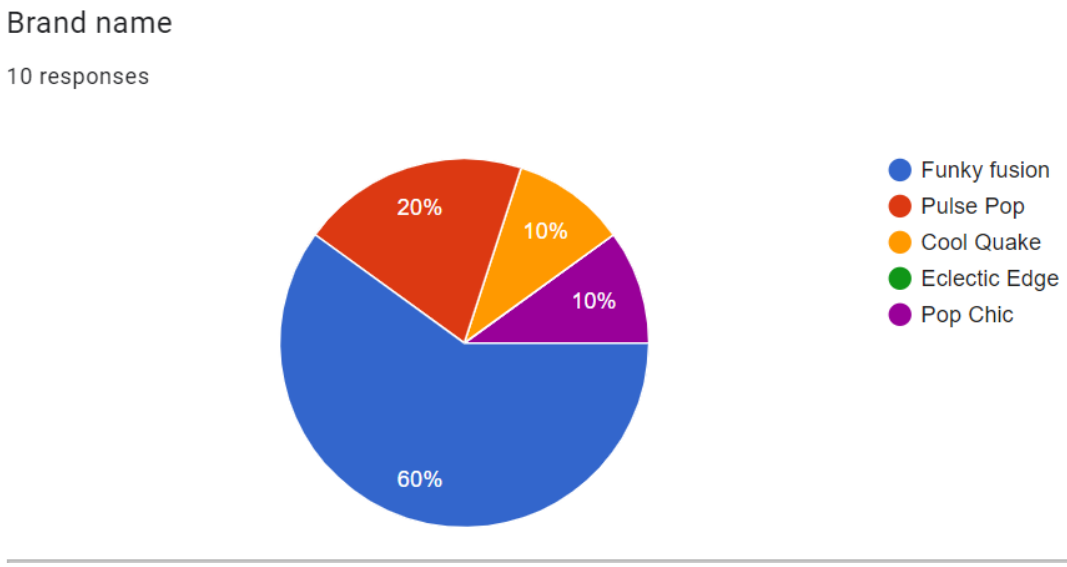
5.Pop Chic



Step 6: Test your shortlist of potential brand names

	Name	Brand name	What comes to your mind about the name.
	Priya	Funky fusion	Energy
	Divya	Pulse Pop	Cool vibe
	Aishwarya	Funky fusion	Trendy
	Teenu	Funky fusion	Trendy
	Sancho	Pop Chic	Cool
	Alan	Cool Quake	Super cool vibes
	Abi	Funky fusion	Funky fashion
	Arathi	Funky fusion	Energy
	Steny	Funky fusion	Genuine
	Diya	Pulse Pop	Dance costume

Google Form Responses



Brand name – Funky Fusion has high votes

Funky Fusion:

Funky Fusion is where style meets individuality. We're your go-to online clothing store for the latest trends, offering a diverse range of fashion for all, from teenagers to trendsetters. Our energetic and authentic brand is your ticket to unleash your unique style. Discover a fusion of fashion and flair at Funky Fusion.

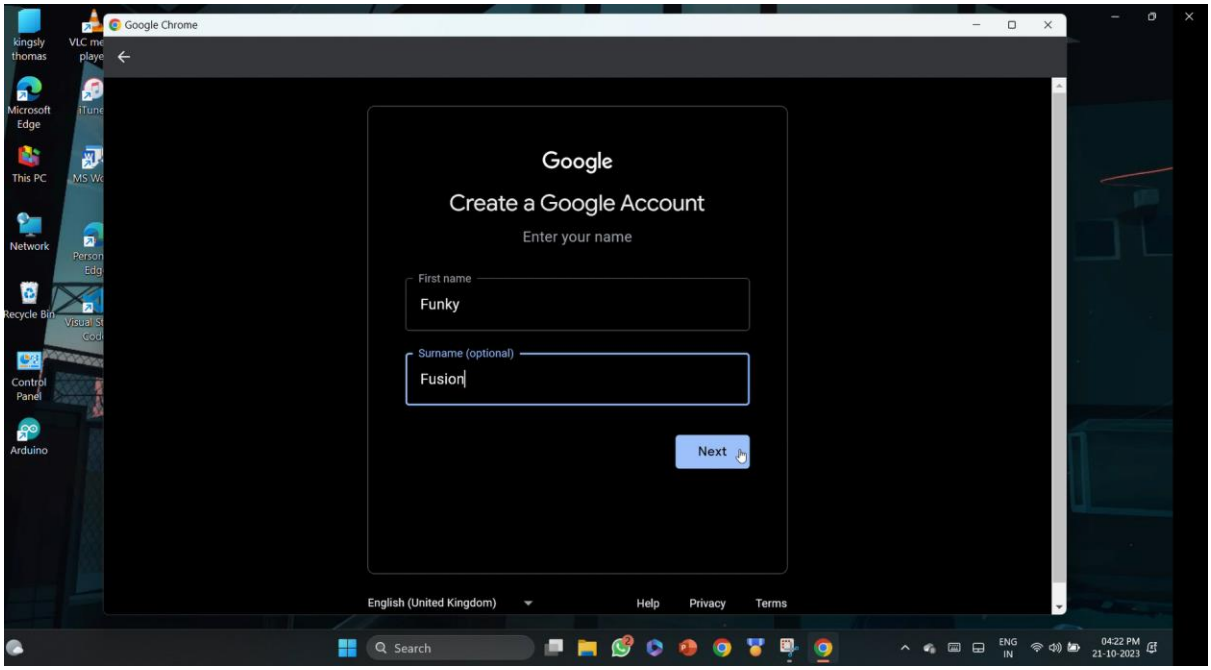
Vision:

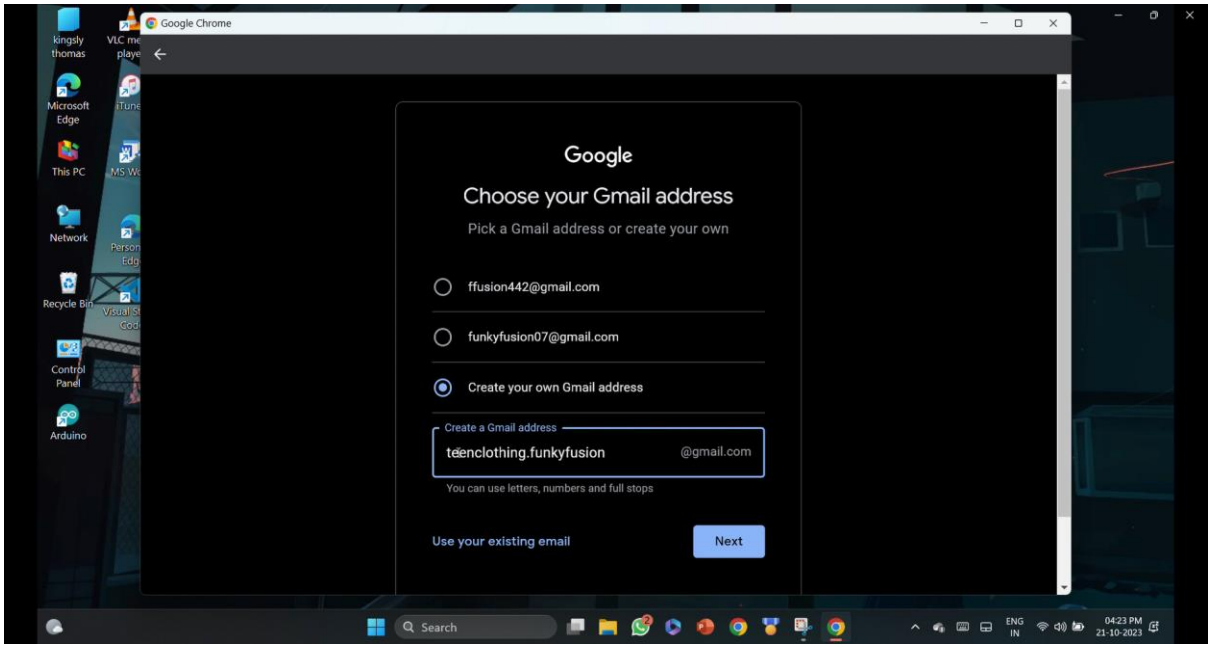
At Funky Fusion, our vision is to be the ultimate destination for the fashion-forward, where every individual can express themselves through style. We aim to inspire and empower teenagers and fashion enthusiasts with a dynamic and authentic clothing line that captures the essence of self-expression.

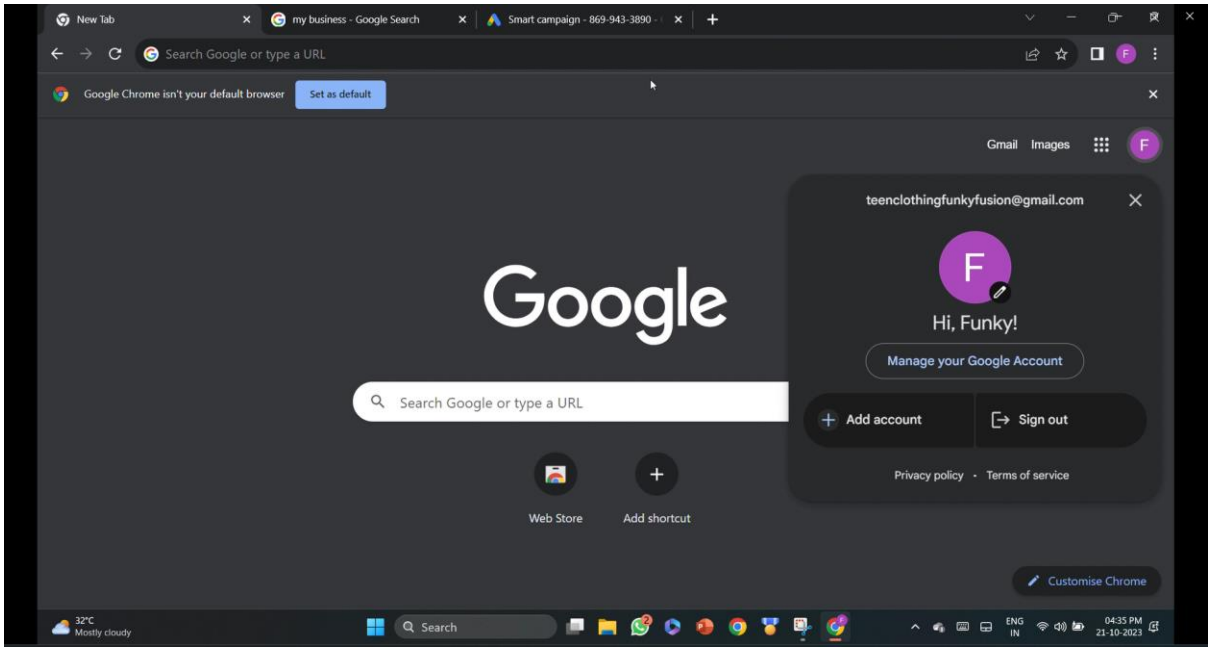
Mission:

Our mission is to provide a vibrant and diverse collection of clothing that resonates with the energy and authenticity of our customers. We strive to offer top-notch fashion that's accessible to all, ensuring everyone can embrace their unique style. We're committed to delivering quality, innovation, and self-expression in every piece we create, because at Funky Fusion, style is truly unleashed.

Step 7: How to Create a Brand Email

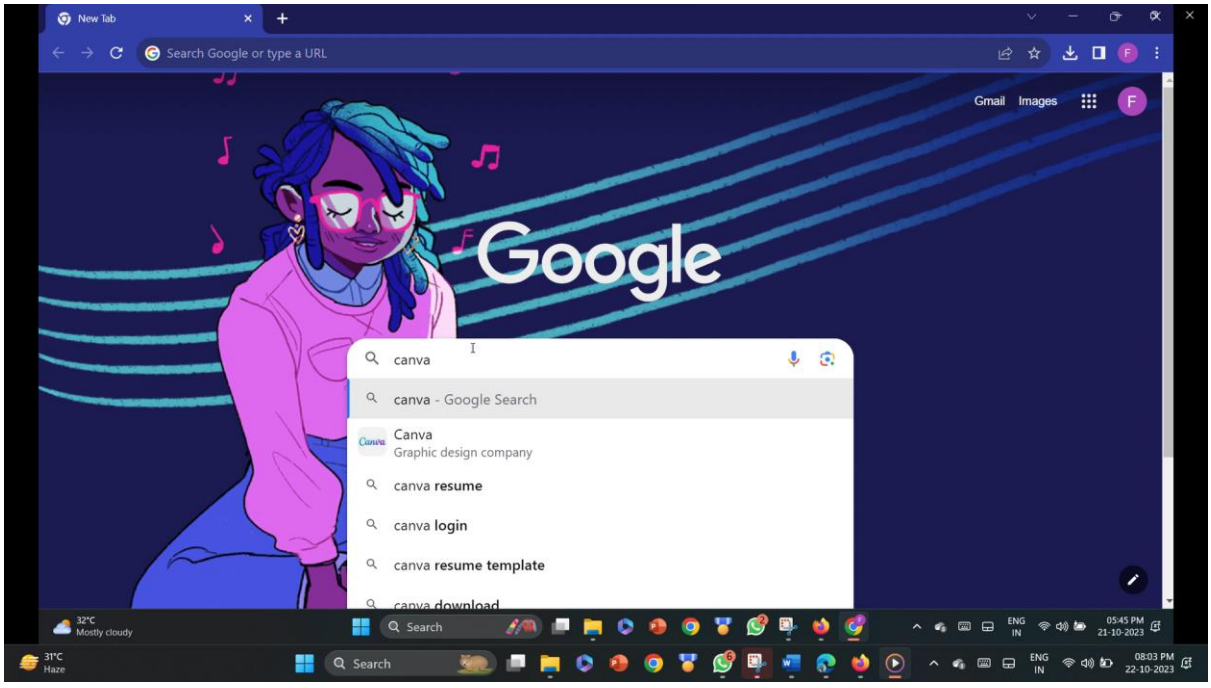


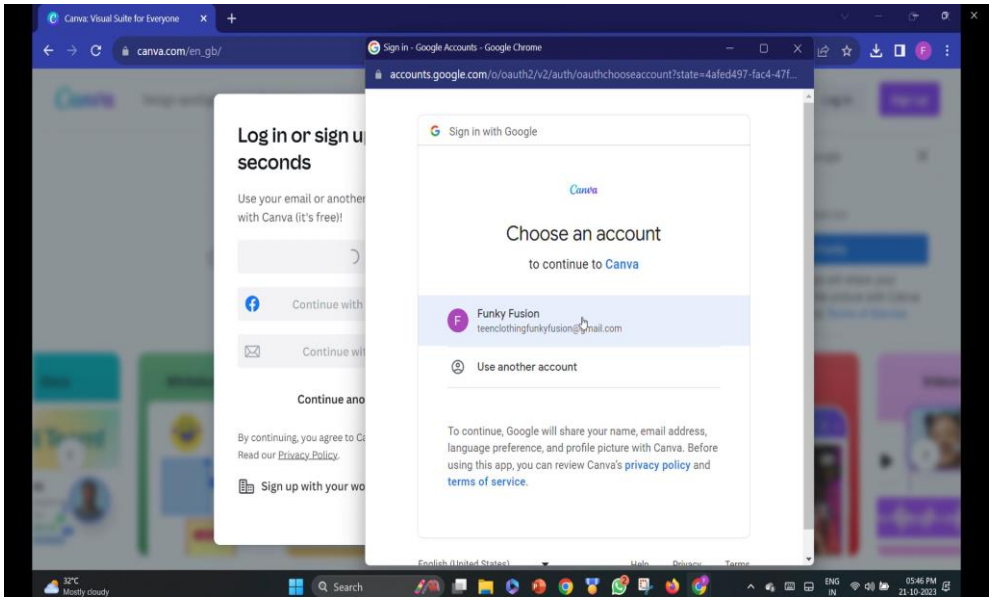




Step 8 : How to Create a Logo Design using Canva

- ✓ Navigation

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Sign in - Google Accounts - Google Chrome
accounts.google.com/o/oauth2/v2/auth/oauthchooseaccount?state=4afed497-fac4-47f...
Log in or sign u
seconds
Use your email or another
with Canva (it's free)!
Continue with
Continue wi
Continue ano
By continuing, you agree to C
Read our Privacy Policy.
Sign up with your wo
Sign in with Google
Canva
Choose an account
to continue to Canva
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Use another account
To continue, Google will share your name, email address, language preference, and profile picture with Canva. Before using this app, you can review Canva's privacy policy and terms of service.
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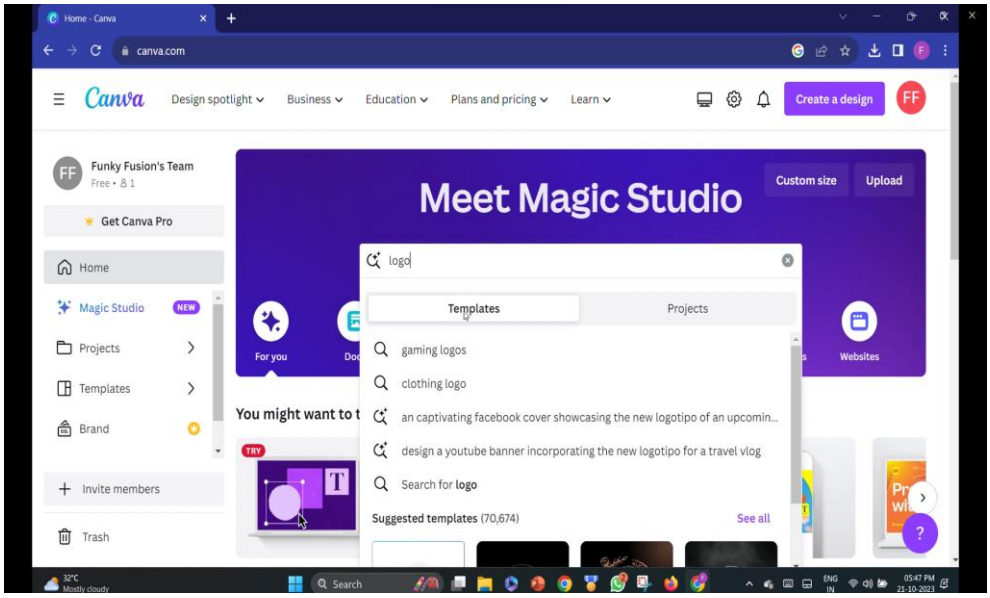
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Canva
Design spotlight
Business
Education
Plans and pricing
Learn
Create a design
FF
Funky Fusion's Team
Free • 1
Get Canva Pro
Home
Magic Studio
NEW
Projects
Templates
Brand
Invite members
Trash
Meet Magic Studio
Custom size
Upload
logo
Templates
Projects
For you
Websites
gaming logos
clothing logo
an captivating facebook cover showcasing the new logotipo of an upcomin...
design a youtube banner incorporating the new logotipo for a travel vlog
Search for logo
Suggested templates (70,674)
See all
You might want to t
TRY
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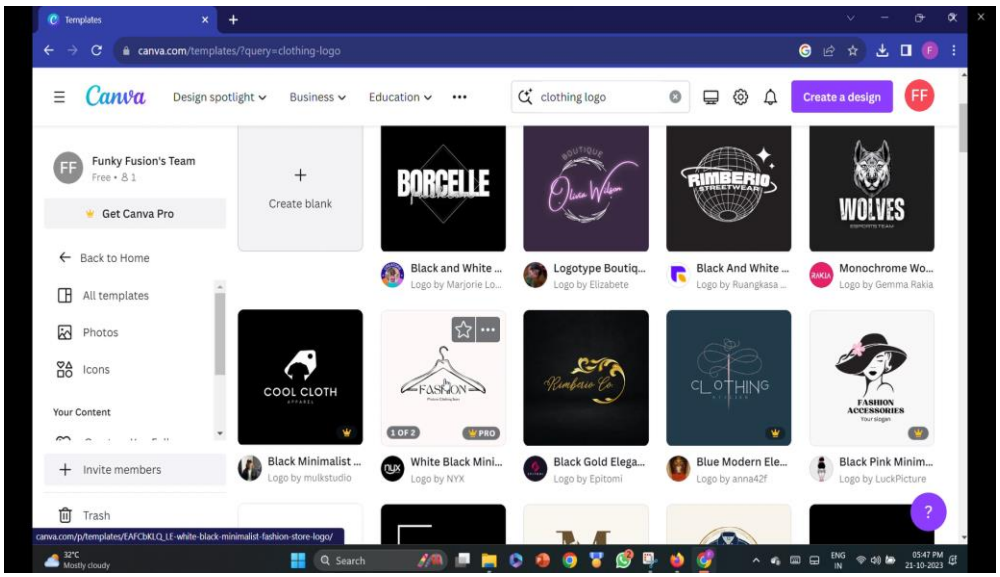
21-10-2023


Templates
canva.com/templates/?query=clothing-logo
Canva
Design spotlight
Business
Education
clothing logo
Create a design
FF
Funky Fusion's Team
Free • 1
Get Canva Pro
Back to Home
All templates
Photos
Icons
Your Content
Invite members
Trash
Create blank
BORCELLE
RIMBERIO
STREETWEAR
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Black and White ...
Logo by Marjorie Lo...
Logotype Boutiq...
Logo by Elizabete
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Logo by Ruangkasa ...
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Logo by Gemma Rakia
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Black Minimalist ...
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White Black Mini...
Logo by NYX
Black Gold Elega...
Logo by Epitomi
Blue Modern Ele...
Logo by anna42f
Black Pink Minim...
Logo by LuckPicture
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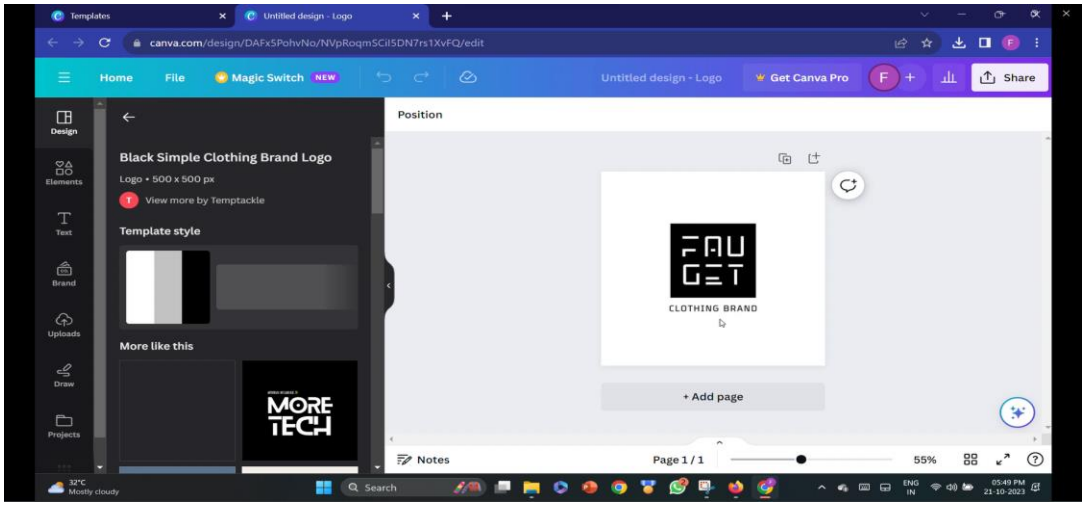
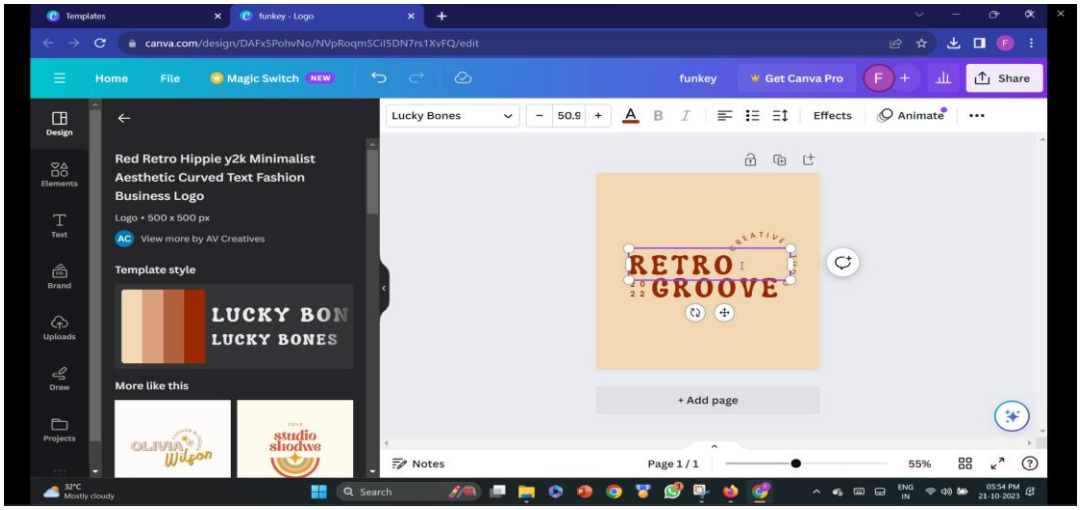
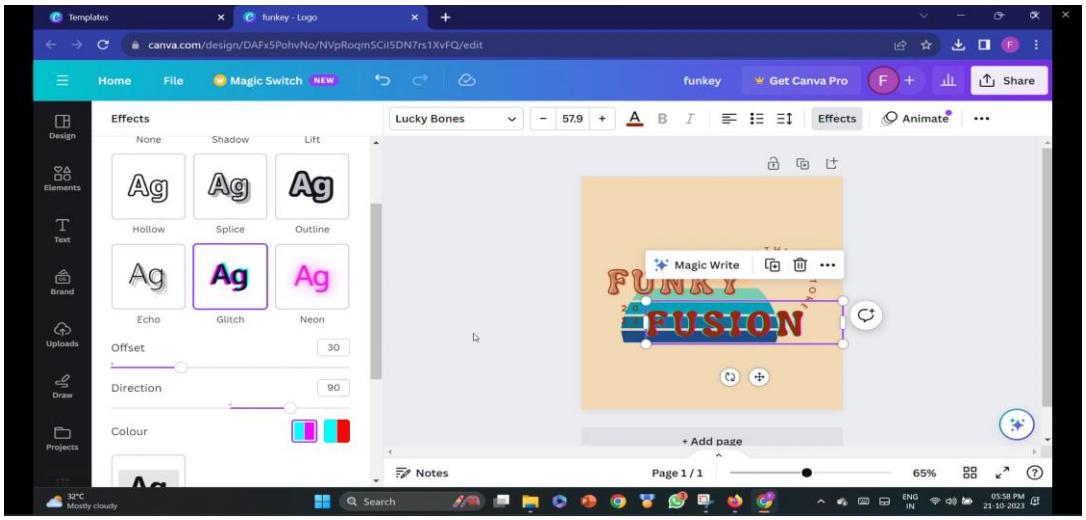
✓ Design Picking



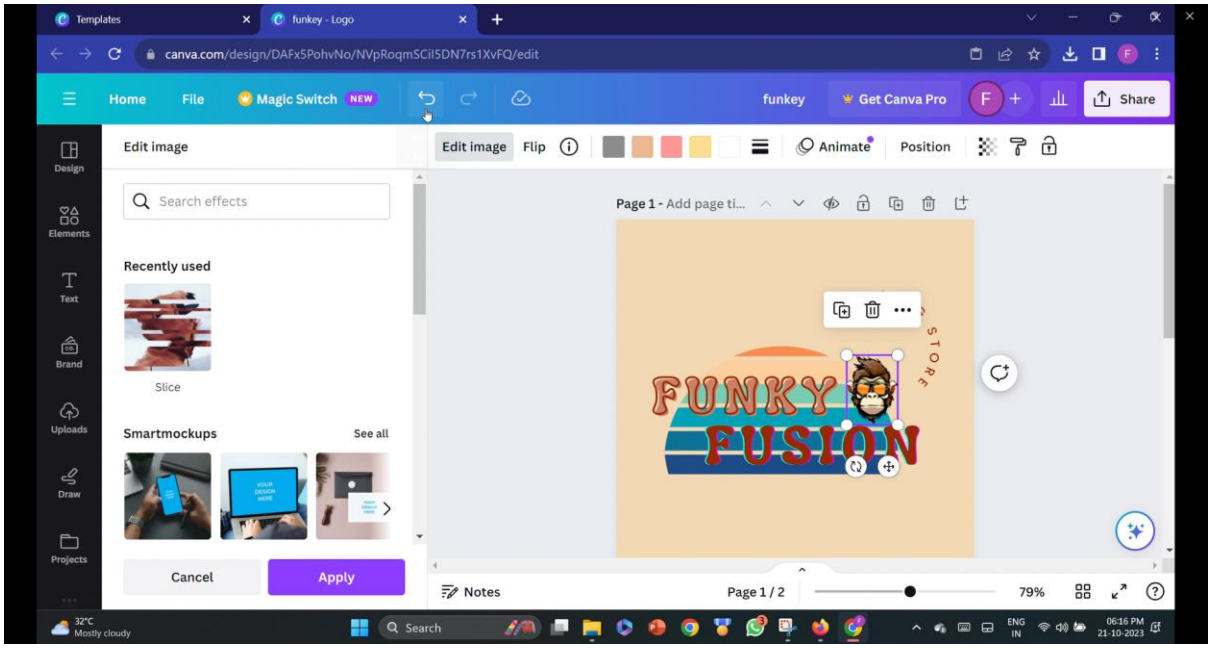
✓ Click Text



✓ Click Effects



✓ Select different styles and choose it



Final Logo

Upload Recorded Video

https://drive.google.com/drive/folders/1Ic2aGyiRzL5tcGR_fnhTgOy6t8HX0kft?usp=share_link