BRAND STYLE GUIDE

Brand style guide:

In a few paragraphs, I'm going to show you how to elevate your fashion brand and take it from boring to "I need it."

But first let me ask you something;

Do you ever feel like you could tell a person's story through their outfits? Think about it for a second.

A pretty girl stands out with her weird style, multi-coloured shirt, adorned in flowing skirts, vintage accessories, and a hat. Her clothing reflects her free-spirited nature and maybe a love for creativity.

James, a successful businessman, exudes confidence in his tailored suit, polished shoes, and luxury watch. His style communicates professionalism and ambition, mirroring his approach to his career.

Even within a group of friends, each person's fashion style is a reflection of their personality and interests. A trendsetter of a group would always be experimenting with the latest fashion trends, while another who prefers a more classic and timeless look, opts for quality pieces that never go out of style.

The same goes for brand. Whether you know it or not your brand has a style, it could either be good(meaning people want to associate with it) or bad(nobody wants that shit). It's your job to be aware and position your brand properly

Despite differences in style, they all share a commonality: **using fashion as a means of self-expression**. Whether it's through bold colors, unique patterns, or carefully curated ensembles, fashion choices speak volumes about who you are and what you value.

In this way, fashion style is not just about what you wear; it's a form of storytelling, a way to convey your identity to the world.

We're going to explore how brands have used this to create successful renowned brands over the years and how you can do the same.

People don't spend thousands of dollars on clothes because they need something to wear, they buy because have an emotional investment in the brand.

There are different reasons brands adopt a style, but one thing is sure. The brands who truly embody and carve out their own brand style always stand out in a sea of other million fashion brands. A brand fashion style matters to your audience because it could show how much you resonate to them. It helps you build a community and help people rally and love behind your brand.

Throughout the years brands have been able to decipher what people really care about and have created styles surrounding that:

Some examples includes:

1. Self-Expression: Fashion style is a powerful form of self-expression, allowing individuals to communicate their identity, mood, and personality without words. It reflects who they are, their values, and how they want to be perceived by others.

2. Cultural Identity: Fashion styles often embody cultural heritage and traditions. They can represent an individual's cultural background and help preserve and promote cultural diversity.

3. Confidence and Empowerment: Dressing in a way that aligns with one's personal style can boost confidence and self-esteem. When people feel good about their appearance, they are more likely to project confidence and positivity.

4. Social and Professional Impact: Fashion style can influence how others perceive and interact with someone. In social and professional settings, a well-curated style can create a positive impression, convey professionalism, and enhance social interactions.

5. Trends and Innovation: Fashion styles drive trends and innovation within the fashion industry. Designers and brands constantly explore new styles, pushing the boundaries of creativity and inspiring new fashion movements.

6. Economic Significance: The fashion industry is a significant economic force, with fashion styles playing a crucial role in driving consumer demand. Personal styles influence purchasing decisions, shaping the market for various fashion products and services.

7. Cultural Exchange: Globalization has facilitated the exchange of fashion styles across different cultures, promoting cross-cultural understanding and appreciation. This exchange enriches the fashion landscape, introducing diverse influences and inspiring new trends.

8. Historical Documentation: Fashion styles can serve as historical records, reflecting the social, political, and economic conditions of different eras. They offer insights into the lifestyles, values, and events that shaped a particular time period.

How do you create a style:

There are different elements to creating a style, however the major fashion brands have always stood out using four core components.

Colors

Color plays a crucial role in fashion, impacting mood, perception, and the overall vibe of an outfit. Different colors evoke different emotions and create visual effects. For instance, bold colors like red exude confidence and energy, while pastel shades suggest a softer, more romantic feel. A monochromatic outfit in varying shades of blue can create a sophisticated, cohesive look, while a color-blocked ensemble with contrasting colors like yellow and purple can make a bold, energetic statement.

Designers skillfully use color to craft harmonious and eye-catching combinations, making outfits stand out and resonate with different styles

@whoismero on IG uses color to create interest in most of his styling pieces..

Examples of brands heavy on the use of colors to create interest in stylese

ModCloth(@modcloth) stands out with their bold use of color and patterns all around their outfits. It's easy to notice they're a brand that caters to those that are different, that are on their own path, misfits.

Fabrics and Textures

The choice of fabric and texture adds depth and character to fashion. For example, silk is synonymous with luxury and elegance, perfect for formal occasions, whereas denim offers a casual, rugged appeal. Mixing textures, like pairing a chunky knit sweater with a sleek leather skirt, creates a balanced and intriguing look. A velvet dress can provide a rich, opulent feel suitable for evening wear, while a cotton sundress offers breathability and comfort for casual, daytime activities. The interplay of textures, such as pairing a sequined top with satin pants, can elevate the overall outfit. Fabrics influence how clothes drape and move, affecting the overall silhouette and comfort of an outfit.

Miumiu(@miumiu) does this perfectly by using different patterns and textures on outfits to offer a youthful and playful take on high fashion.

**Ganni**(@ganni) also does this beautifully
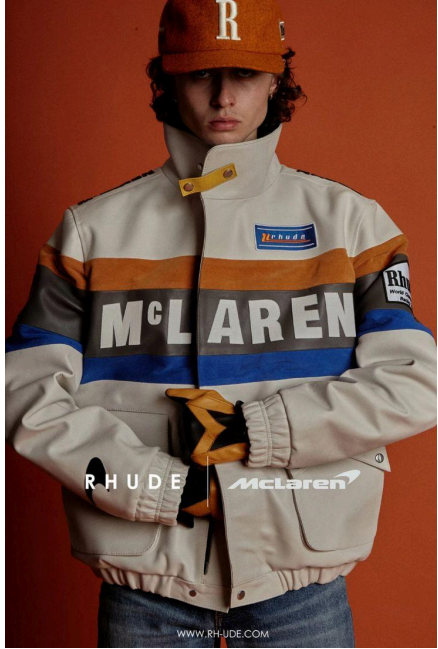
Silhouettes and Shapes

Silhouettes and shapes define the structure of clothing and how it fits the body. Different silhouettes highlight or downplay certain features, contributing to the desired aesthetic. A-line dresses, for instance, accentuate the waist and provide a flattering shape for many body types, while oversized garments offer a relaxed, effortless style. A fitted sheath dress emphasizes the body's natural shape, projecting a polished, professional style, while a flowing maxi dress offers a bohemian, relaxed look. The choice of silhouette can transform the same fabric into vastly different styles.

The choice of silhouette can also reflect cultural and historical influences, adding depth to personal style.

A lot of brands uses silhouette and shape to form an identity around their brand. An example is **@about___blank**. Most of their collections form the same shape around the models giving a cohesiveness all round the brand.
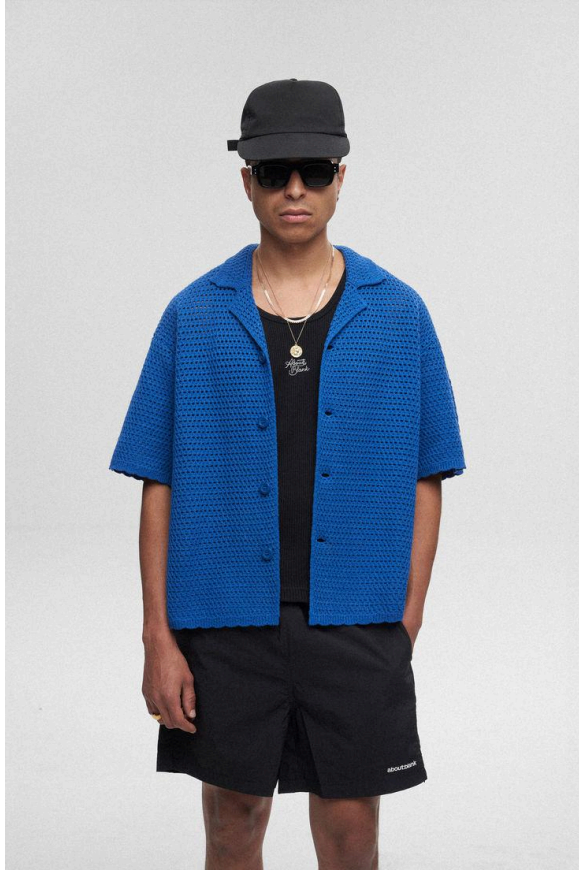
Patterns and Prints

Patterns and prints inject personality and vibrancy into fashion. From classic stripes and polka dots to bold florals and animal prints, patterns make a statement and add visual interest. Mixing and matching patterns requires a keen eye for balance and harmony, but when done right, it creates dynamic and fashionable looks. A leopard print coat adds a touch of boldness and edge to an outfit, while a floral print dress can exude femininity and charm. Combining different prints, such as stripes with florals, can create a playful, eclectic style when done with a thoughtful approach to color and scale.

Prints convey themes and inspirations, such as tropical prints for a summer vibe or tartan for a preppy, traditional feel.

Lazy Oaf(@Lazyoaf): No one does this better than this brand.

An element isn't a style, elements are used to create style. A lot of people use a mix of different elements, mix them with their own story to create a style. And the beautiful part is you can use the same element to achieve a luxury brand or a playful brand. It all depends on your motive and creativity.

What separates a fashion brand from a successful fashion brand?

A lot of brands are big on streetwear maybe because it's a tested model and it works but little by little its becoming saturated. The brands that make it on this model are brands with a big name or brands with an aspiring story. If you're reading this, you probably don't have a big name yet, so what you need is an aspiring story and a style is a good way to showcase your story.

A story.

If you aren't new to fashion, I'm pretty sure you've heard the phrase "start with a why". But what exactly do we mean by a why? What if my why is to make money or to follow a long passion. Then what am I starting with exactly.

What if I don't have a why?
A why is just a short term used to say a goal. Everyone can start a fashion brand to make money or to follow a passion of owning a clothing brand, but nobody spends $1000 on a tshirt because they like your passion of owning a brand or they want to help you make money. You might not like that arrangement, but it's true.

People spend huge amounts on money for status and emotional connection, the best way to drive that is through stories. People might not spend so much money because they like your reason but they'll spend that much if they see your reason.

Trikko built an online brand in 2018 out of passion, starting from a small bedroom with no handouts and they told their story by posting the whole process of building their brand. That drives emotional connection. Through that passion they created a why in their brand through focusing on people like them preaching "our brand is for those like us, those who would rise to the challenge to bring their dreams to life." Today they have a whole community of over 100,000 people preaching about their brand.

That's a pretty good story.

From this story you can create a style mixing streetwear and hustle culture with design, color, pattern, shapes.

Let's take another instance.

You have something you care about or you're fascinated by culture, mental illness, colors, golf, art, anything at all, even money. The only deal is you can't fake it and you have to know alot about it or be immersed in it. With this you have a story to tell and you can tell it through fashion. This is what a lot of brand capitalize on.

Using fashion as a medium not the reason. People buy into this. An example of this is Daily Paper: Infuses traditional African influences with modern streetwear, known for vibrant prints and cultural references.

Or Free the Yute emerging brand known for its roots in street culture and activism who focuses on messages of social change and empowerment, often using bold slogans and graphics.

Everyone who sees your vision would rally behind you. This is how people spend over $1000 on a brand. This is how the biggest fashion brand "Nike" did it by focusing on the drive of athletes and creating a story.

If you take one thing out of this guide. It's you need to be able to tell your story properly.

You can tell stories through

- Content
- Design
- Style
- Creative direction
- Ads
- Photography
- Even through fonts and a logo
- Anything can be used to tell a story.

But this isn't a guide on story, it's one on style.
Let's study different styles and look at how brands tell their stories through style.

Brands and fashion houses have used elements to create pieces and over the years some these pieces have become adopted and become styles around the world.

Classic

Classic fashion is timeless and elegant, characterized by clean lines, simple shapes, and a neutral color palette. This style focuses on quality over quantity, with well-fitted pieces that never go out of fashion. Think tailored blazers, crisp white shirts, and little black dresses. Classic style is perfect for those who prefer a polished and sophisticated look.

Bohemian

Bohemian, or boho, fashion is all about free-spirited and eclectic vibes. This style features flowing fabrics, earthy tones, and lots of patterns, including paisley, florals, and ethnic prints. Accessories like fringe, beads, and layered jewelry are staples in a bohemian wardrobe. It's ideal for those who love a relaxed, artsy, and unconventional aesthetic

Casual: Casual fashion is all about comfort and practicality without sacrificing style. It includes everyday wear like jeans, t-shirts, hoodies, and sneakers. The focus is on ease and versatility, with pieces that can be mixed and matched effortlessly. Casual style suits those who prioritize comfort and want a laid-back, yet stylish look.


Chic: Chic fashion is sophisticated, stylish, and effortlessly elegant. It involves a combination of well-chosen, trendy pieces with classic elements. The chic style often features monochromatic outfits, high-quality fabrics, and minimalistic accessories. It's perfect for those who want to look polished and fashionable without being overly flashy.

Streetwear: Streetwear is a casual style that originated from urban culture and skateboarding communities. It includes elements like graphic t-shirts, hoodies, sneakers, and baggy pants. Streetwear often incorporates bold logos, vibrant colors, and a mix of high-end and affordable pieces. This style is ideal for those who want to express individuality and stay on-trend with urban influences.

Vintage: Vintage fashion is all about celebrating styles from previous decades. Whether it's the flapper dresses of the 1920s, the pin-up looks of the 1950s, or the grunge fashion of the 1990s, vintage enthusiasts love to mix and match old-school pieces. This style is perfect for those who appreciate nostalgia and want to incorporate unique, historical elements into their wardrobe.
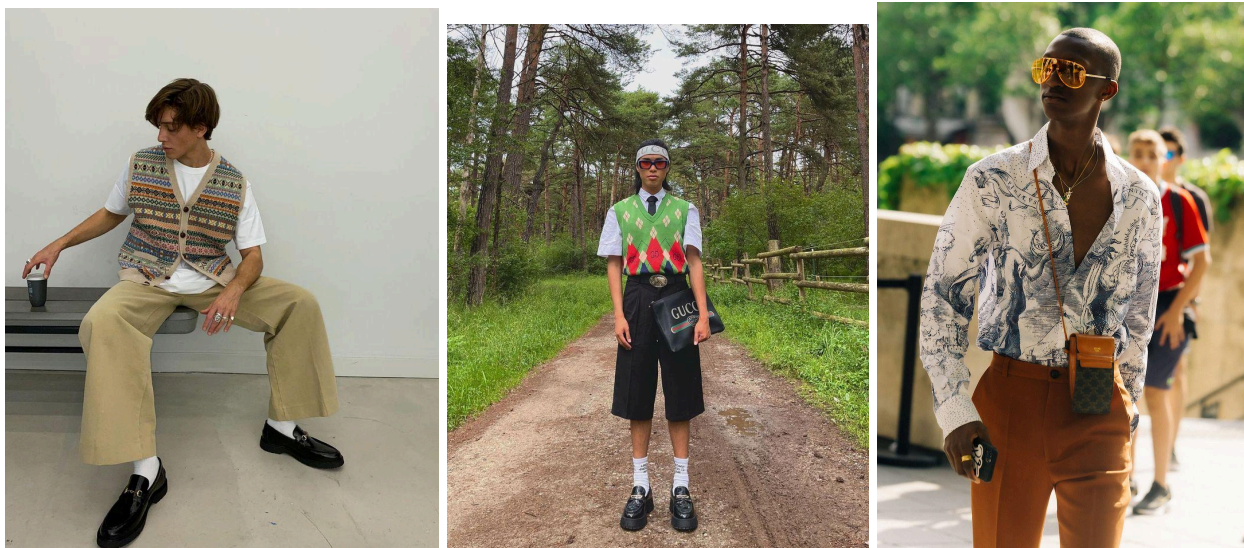
Haute Couture: Haute couture represents the pinnacle of high fashion, characterized by custom-fitted, one-of-a-kind garments created by top designers. These pieces are made with the finest materials and craftsmanship, often seen on the runways of Paris and Milan. Haute couture is synonymous with luxury, exclusivity, and extraordinary design, making it the choice for those who seek unparalleled elegance and artistry in their fashion.

Fashion styles can be so well put out that cities can adopt it as an identity:

Paris: Home of haute couture.
Milan: Renowned for luxury and elegance.
New York: Hub of diverse styles.
London: Known for its eclectic and daring fashion.
Tokyo: Famed for its street style and technology-inspired fashion.
Los Angeles: Center of casual chic and celebrity-driven trends.
Barcelona: Known for its vibrant and artistic fashion scene.
Berlin: Celebrated for its edgy and alternative fashion culture.
Shanghai: Emerging fashion capital with a blend of traditional and contemporary styles.
Dubai: Recognized for its luxurious and opulent fashion.

Now as a growing brand; you need to understand things that influence a brands style.

1. Style based on target audience
2. Style based on season
3. Style based on trend
4. Style Based on Occasion
5. Style Based on Cultural Influences
6. Style Based on Lifestyle
7. Style Based on Subculture
8. Style Based on Era
9. Style Based on Functionality
10. Style Based on Personality

Tbe best thing to do is figure out how to use these different style idea to do something unique that speaks to your brand story.   Let's dig in.

Target Audience

Teenagers: Trendy and expressive, with styles influenced by social media and celebrities. Brands like Nike, Adidas, and Urban Outfitters cater to this demographic.

Young Professionals: Sophisticated and polished, often featuring tailored suits, classic dresses, and high-quality accessories. Brands like Hugo Boss and J.Crew offer work-appropriate attire.

Seniors: Comfortable and practical, with a focus on ease of movement and simple elegance. Brands like Eileen Fisher and Chico's offer stylish options for mature audiences.

Fashion Style Based on Season

Spring: Pastel colors, floral prints, and lightweight fabrics like chiffon and linen. Brands like Zara and H&M showcase spring fashion with flowy dresses and trench coats.

Summer: Bright colors, breathable fabrics like cotton and silk, and relaxed silhouettes. Brands like Anthropologie and Free People offer bohemian-inspired summer collections.

Autumn: Rich, warm tones, cozy knits, and layering pieces like scarves and jackets. Brands like Madewell and Banana Republic showcase autumn fashion with earthy colors and textures.

Winter: Darker colors, heavy fabrics like wool and cashmere, and outerwear like coats and boots. Brands like The North Face and Canada Goose offer functional yet stylish winter wear.

Fashion Style Based on Trend

Minimalism: Clean lines, neutral colors, and simple yet elegant designs. Brands like COS and Everlane are known for their minimalist aesthetic.

Retro: Styles inspired by past decades, such as 70s boho, 80s power dressing, or 90s grunge. Brands like Reformation and Urban Outfitters often incorporate retro elements into their collections.

Eclectic: Mixing and matching different styles, patterns, and textures to create a unique and personalized look. Brands like Gucci and Versace embrace eclecticism in their designs.

Sustainable: Fashion that prioritizes eco-friendly materials and ethical production practices. Brands like Patagonia and Stella McCartney are leaders in sustainable fashion.

Gender-Neutral: Clothing that is designed to be worn by any gender, often featuring unisex silhouettes and neutral colors. Brands like Telfar and Phluid Project focus on gender-neutral fashion.

Fashion Style Based on Occasion

Formalwear: Elegant and sophisticated outfits for special events like weddings or galas. Brands like Ralph Lauren and Dolce & Gabbana offer luxurious formalwear.

Business Casual: Professional yet relaxed attire suitable for office settings. Brands like Banana Republic and Brooks Brothers specialize in business casual clothing.

Cocktail Attire: Semi-formal outfits for evening events, typically featuring dresses for women and suits for men. Brands like Ted Baker and BCBGMAXAZRIA offer stylish cocktail attire.

Resort Wear: Casual and comfortable clothing suitable for vacations and warm weather destinations. Brands like Lilly Pulitzer and Tommy Bahama specialize in resort wear.

Fashion Style Based on Cultural Influences

Ethnic Wear: Traditional clothing from various cultures, such as the kimono from Japan, the sari from India, or the dashiki from Africa. Brands like Sabyasachi and Kimono De Jack showcase ethnic wear.

Western Wear: Clothing inspired by the American West, including cowboy boots, denim jeans, and plaid shirts. Brands like Wrangler and Ariat specialize in western wear.

Boho-Chic: Bohemian-inspired fashion featuring flowing fabrics, earthy tones, and eclectic accessories. Brands like Free People and Anthropologie embody the boho-chic style.

Fashion Style Based on Lifestyle

Outdoor/Adventure Wear: Functional and durable clothing for outdoor activities like hiking or camping. Brands like The North Face and Patagonia specialize in outdoor wear.

Workwear/Uniforms: Clothing designed for specific professions, such as military uniforms, chef's jackets, or medical scrubs. Brands like Dickies and Carhartt offer workwear options.

Maternity Wear: Clothing designed to accommodate the changing bodies of pregnant women, offering comfort and style. Brands like Seraphine and Isabella Oliver specialize in maternity wear.

Travel/Resort Wear: Comfortable and stylish clothing suitable for travel and leisure. Brands like Lululemon and Athleta offer travel-friendly clothing options.

Fashion Style Based on Subculture

Punk: Edgy and rebellious fashion featuring ripped jeans, band t-shirts, leather jackets, and studded accessories. Brands like Dr. Martens and Hot Topic cater to the punk subculture.

Goth: Dark and dramatic style characterized by black clothing, lace, velvet, and heavy makeup. Brands like Killstar and Blackcraft Cult specialize in gothic fashion.

Hipster: Alternative and indie fashion featuring vintage clothing, quirky accessories, and a focus on individuality. Brands like Urban Outfitters and American Apparel are associated with hipster style.

Skater: Casual and comfortable clothing influenced by skateboarding culture, including baggy jeans, hoodies, and skate shoes. Brands like Vans and Element cater to the skater subculture.

Raver: Bright and colorful fashion with a focus on neon colors, rave accessories, and futuristic elements. Brands like iHeartRaves and Rave Wonderland specialize in rave fashion.

Fashion Style Based on Era

Vintage: Clothing inspired by specific eras, such as the 1920s flapper style, the 1950s pin-up look, or the 1980s retro fashion. Vintage stores and online retailers offer authentic vintage pieces.

Retro: Modern interpretations of past styles, blending elements from different eras into contemporary fashion. Brands like ModCloth and Retrolicious specialize in retro-inspired clothing.

Futuristic: Fashion that embodies a futuristic aesthetic, featuring metallic fabrics, sleek silhouettes, and innovative designs. Designers like Iris van Herpen and Thierry Mugler are known for their futuristic creations.

Fashion Style Based on Functionality

Activewear/Sportswear: Clothing designed for physical activity, featuring moisture-wicking fabrics, stretchy materials, and ergonomic designs. Brands like Nike and Adidas specialize in activewear.

Workwear: Clothing designed for specific professions, prioritizing functionality and durability. Brands like Carhartt and Dickies offer workwear options for various industries.

Performance Costumes: Clothing designed for performers, including dancers, actors, and musicians, featuring bold designs and theatrical elements. Costume designers and specialized retailers provide performance costumes.

Fashion Style Based on Personality

Romantic/Feminine: Soft and delicate fashion featuring lace, ruffles, floral prints, and pastel colors. Brands like Kate Spade and Ted Baker embody romantic style.

Edgy/Rebellious: Bold and unconventional fashion featuring leather, studs, distressed denim, and dark colors. Brands like AllSaints and Alexander Wang cater to edgy style.

Classic/Elegant: Timeless and sophisticated fashion featuring tailored silhouettes, neutral colors, and high-quality fabrics. Brands like Burberry and Ralph Lauren specialize in classic elegance.

Artsy/Creative: Unique and expressive fashion featuring artistic prints, avant-garde designs, and unconventional shapes. Brands like Comme des Garçons and Maison Margiela embody artistic style.

Let's look at some brands

Kate Spade
Origin: New York City, USA
Style: Known for its playful, feminine, and colorful designs, often featuring quirky patterns and whimsical elements.
Products: Handbags, clothing, accessories, and home decor that exude a cheerful and sophisticated charm.

IG: @katespadeny

Ted Baker
Origin: London, UK
Style: Combines contemporary fashion with a quirky British twist, often featuring floral patterns, bold prints, and playful details.
Products: Clothing, accessories, and footwear that offer a blend of classic and modern styles with a touch of whimsy.

IG: @tedbaker

Anthropologie
Origin: Philadelphia, USA
Style: Bohemian and eclectic, with a focus on unique, artistic designs that often have a whimsical and feminine feel.
Products: A wide range of apparel, accessories, home decor, and beauty products that cater to a romantic and adventurous aesthetic.

IG: @anthropologie

Miu Miu
Origin: Milan, Italy
Style: A sister brand to Prada, Miu Miu offers a youthful and playful take on high fashion, with a focus on bold patterns, bright colors, and quirky designs.
Products: Ready-to-wear clothing, accessories, and footwear that are often experimental and fun.

IG: @miumiu

ModCloth
Origin: Pittsburgh, USA
Style: Known for its vintage-inspired, cute, and quirky designs, often featuring retro silhouettes and whimsical prints.
Products: Dresses, tops, skirts, and accessories that channel a nostalgic and playful vibe.

IG: @modcloth

Lazy Oaf
Origin: London, UK
Style: Bold, fun, and quirky, with a focus on graphic prints, bright colors, and playful designs.
Products: Streetwear-inspired apparel and accessories that often feature cartoonish graphics and humorous elements.

IG: @lazyoaf

For Love & Lemons
Origin: Los Angeles, USA
Style: Feminine, romantic, and flirty, with a focus on delicate lace, floral patterns, and whimsical designs.
Products: Dresses, lingerie, swimwear, and ready-to-wear pieces that exude a dreamy and cute aesthetic.

IG: @forloveandlemons

Ganni
Origin: Copenhagen, Denmark
Style: Contemporary and playful, often blending Scandinavian minimalism with bold prints and colorful designs.
Products: Clothing and accessories that offer a modern and effortlessly chic look with a fun twist.
These brands emphasize a cute and playful style, each with its unique approach and aesthetic, catering to those who appreciate whimsy and charm in their fashion choices.

IG: @ganni

About Blank
Origin: About Blank is a relatively new and emerging brand in the streetwear scene.
Style: Known for minimalistic and clean designs, About Blank focuses on simple yet stylish apparel often in neutral tones.
Products: T-shirts, hoodies, sweatshirts, and accessories that emphasize a modern and understated aesthetic.

IG: @about___blank

Corteiz
Origin: London-based brand Corteiz is known for its strong street culture influence.
Style: Bold and edgy, often featuring striking graphics and rebellious themes.
Products: Hoodies, t-shirts, and caps with distinctive logos and graphic designs.

IG: @crtz.rtw

Hellstar
Origin: An underground streetwear brand gaining popularity for its dark and gothic themes.
Style: Combines elements of punk and gothic aesthetics with streetwear, using a lot of black and edgy graphics.
Products: Graphic t-shirts, hoodies, and accessories that feature skulls, flames, and other dark imagery.

IG:@hellstar

Daily Paper
Origin: Founded in Amsterdam by three friends of African heritage.
Style: Infuses traditional African influences with modern streetwear, known for vibrant prints and cultural references.
Products: A wide range including jackets, t-shirts, trousers, and accessories, often featuring bold patterns and colors.

IG: @dailypaper

Kith
Origin: Founded by Ronnie Fieg in New York City.
Style: Blends luxury with streetwear, known for high-quality collaborations and versatile pieces.
Products: A broad array including footwear, apparel, and accessories, with a focus on premium materials and innovative designs.

IG: @kith

Free the Youth
Origin: Emerging brand known for its roots in street culture and activism.
Style: Focuses on messages of social change and empowerment, often using bold slogans and graphics.
Products: T-shirts, hoodies, and caps featuring impactful messages and streetwear staples.

IG: @freetheyouth_ghana

Acne Studios
Origin: Stockholm, Sweden
Style: Known for its Scandinavian minimalism and avant-garde approach. Acne Studios focuses on high fashion with a clean, modern aesthetic.
Products: Offers a range of apparel, footwear, and accessories characterized by minimalist design, unique cuts, and high-quality materials.

IG: @acnestudios

Maison Margiela
Origin: Paris, France
Style: Renowned for its deconstructivist approach and conceptual designs. The brand often reinterprets classic pieces with innovative techniques.
Products: Clothing, footwear, and accessories that often challenge traditional fashion norms with an experimental twist.

IG: @maisonmargiela

Ralph Lauren
Origin: New York City, USA
Style: Iconic for its classic American style, blending preppy, formal, and casual elements.
Products: Extensive collections ranging from polo shirts and suits to home decor, embodying timeless elegance and quality.

IG: @ralphlauren

Gucci
Origin: Florence, Italy
Style: Luxurious and eclectic, known for its bold designs, vibrant colors, and iconic patterns.
Products: High-end fashion items including clothing, handbags, shoes, and accessories that are both opulent and trendsetting.

IG: @gucci

A.P.C.
Origin: Paris, France
Style: Emphasizes simple, chic, and timeless pieces with a focus on craftsmanship and quality materials.
Products: Minimalist and effortlessly stylish clothing, particularly known for its denim and classic wardrobe staples.

IG: apc_paris

Balenciaga
Origin: Paris, France (originally Spain)
Style: Known for its cutting-edge and often provocative designs, blending high fashion with street style elements in unique ways.
Products: Avant-garde apparel, footwear, and accessories that push the boundaries of conventional fashion.

IG: @balenciaga

Comme des Garçons
Origin: Tokyo, Japan
Style: Known for its avant-garde and often unorthodox approach to fashion, playing with form, texture, and function.
Products: Innovative clothing and accessories that often defy traditional fashion norms, offering a bold and artistic perspective.

IG: @commes.des.garcons

Patagonia
Origin: Ventura, California, USA
Style: Outdoor and adventure-focused, prioritizing sustainability and environmental consciousness.
Products: High-performance outdoor gear and apparel designed for functionality and durability, with a strong emphasis on ethical production.

IG: @patagonia

Lululemon
Origin: Vancouver, Canada
Style: Specializes in athletic and athleisure wear, combining performance with comfort and style.
Products: Yoga pants, activewear, and lifestyle apparel designed for fitness enthusiasts and everyday wear.

IG: @lululemon

Chanel
Origin: Paris, France
Style: Epitome of luxury and elegance, with timeless designs that have defined high fashion for decades.
Products: Haute couture, ready-to-wear, handbags, and fragrances known for their sophistication and classic beauty.

IG: @chanelofficial

How to Create Your Own Brand Style:
Get a book and write the answers to these down.

Understanding
Define Your Brand's Core Identity:

- Brand Perception: Think about what you want people to think when they encounter your brand. Is it innovative, traditional, luxurious, or eco-friendly? This perception will guide your style choices.

- Purpose and Message: Clarify what you are promoting with your products. Your brand's purpose should be evident in its style.

- Storytelling: Decide on the narrative you want to convey, whether it's craftsmanship, modernity, or heritage. Your story should resonate through your visuals and messaging.

- Target Audience: Define who you want to reach, considering their demographics, interests, and lifestyle.

- Market Segment: Identify the segment of people most likely to buy your products, whether they are young professionals, fashion-forward teens, or eco-conscious consumers.

Information
Conduct Market Research:

- Competitor Analysis: Study competitors to understand their brand styles and market positioning. Look at their visual identity, messaging, and customer engagement.

- Gap Analysis: Identify gaps in the market where your brand can stand out and address unmet needs or desires of your target audience.

Personality
Define Your Brand Personality:

- Personality Traits: Decide on traits your brand will embody, such as playful, sophisticated, edgy, or professional.

- Visual and Verbal Style: Use these traits to guide both visual elements (logo, colors, typography) and verbal elements (tone of voice, messaging) for a cohesive brand identity.

Moodboard
Create a Moodboard:

- Inspiration: Collect images, colors, textures, and typography that reflect your desired brand aesthetic. This helps visualize how different elements work together.

- Cohesion: Ensure the items on your moodboard align with your brand's personality and story.

Style Guide
Develop a Style Guide:

- Visual Identity: Define key elements like logo, color palette, typography, and imagery styles.

- Usage Guidelines: Include guidelines on how these elements should be used across different platforms to maintain consistency.

- Verbal Identity: Outline the tone of voice and key messaging points for all communications.

Test
Test Your Brand Style:

- Feedback: Conduct focus groups or surveys to test your brand style with your target audience. Gather feedback on what resonates and what doesn't.

- Adjustments: Be open to making adjustments based on feedback to ensure your brand style effectively communicates your identity.

Consistency
Maintain Consistency:

- Application: Apply your brand style consistently across all marketing materials, social media, packaging, website, and customer interactions.

- Brand Recognition: Consistency helps build brand recognition and trust. Every touchpoint should reinforce your brand's identity and message.

- Regular Reviews: Regularly review your brand style to ensure it remains relevant and aligns with your evolving brand goals and market trends.

Here's a full inspo book on some fashion styles

https://www.pinterest.ca/minimizemymess/fashion-style-inspo-outfits-ideas-pics/