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Brand: October's Very Own (OVO)

Appeal: I find this brand attractive due to a few reasons, with the biggest reason being that the founder is my favorite artist Drake. The simplistic owl design that is famously associated with the brand is also why I find so much appeal with it. The minimalist designs with a focus on quality materials create a sophisticated yet approachable look. Lastly, the use of black, gold, and white in a majority of the clothing creates a luxurious yet casual vibe that stands out without being overly flashy. I think the logo/branding of the company communicates a lifestyle of success, creativity, and connection to the music world, which attracts fans of Drake and hip-hop culture.