

Business names.

I decided to explore a variety of potential business names for Stefano's street wear business. In my opinion the name has to be short and memorable, however it must remain relatively unique.

These names were found by browsing online thesauruses for synonyms to common words such as "travel" and "street". I tended to look for words that were relevant to Stefano's description.

Travel	Peregrinate	Journey
Voyage	Expedition	Odyssey
Gallivanting	Whizz	Hotfoot it
Zing	Fizz	Sparkle
Oomph	Vim	Pizazz
Zest	Avidity	Zeal
Thirst	Hunger	Voracity
Ardency	Street	Blacktop
Highway	Parade	Avenue
Stratum	Casual	Relaxed
Apathetic	Offhand	Lax
Redact	Pivot	Ardour
Panoptic	Sunset	Ribbon

There were many names that I thought were great candidates, including "odyssey", "avidity", "hunger", "voracity", "ardour", "blacktop" and "panoptic". In the end however, I decided to settle for the business name, Voyage, as I believed it suited all the criteria I defined above well. It was short and memorable, while still being unique.