# 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.

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| 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.