

10 Things Your Fashion Branding Must Have to Dominate



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Let's face it, the fashion industry is really crowded and it's getting even more saturated by the day.

With new businesses popping up left and right, standing out in this sea of options can be really tough. And as consumers become more and more demanding, just having a great look, the right fit and a good price won't cut it anymore. They want personalized brands that fit their lifestyles, align with their personal values and have better social/environmental impact and that's where having a strong brand comes in!

Having a recognizable brand that resonates with your audience is VITAL to making sure your brand stays top of mind. As Marty Neumeier, the author of "The Brand Gap" and "Zag," puts it, a brand is a person's gut feeling about a product, service, organization, or person. And that's exactly what you want to tap into.

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– MARTY NEUMEIER, AUTHOR OF “THE BRAND GAP” & “ZAG,”

A strong brand not only helps you stand out from the competition, but it also creates recognition and fosters a connection with your customers. Think about **high-end brands like Chanel, Louis Vuitton, Gucci, or Prada. When you hear those names, you immediately conjure up images in your mind** because you know how those brands look and make you feel. That's the power of having a strong brand!

And as your brand becomes more established, you'll see increased word-of-mouth promotion. People love to tell others about the brands they like. Be it through social media, leaving online reviews, and recommendations to friends and family. This will essentially turn your ideal customers into loyal fans, turning them to becoming your best marketing department that will ultimately lead to increased sales. Woo hoo!

But building a strong brand takes time and effort. You need to be intentional, plan carefully, and be consistent. Along with having a great product, there are **10 things your fashion branding must have in order to dominate**. Discover them in the following pages.

01

Have a Brand Story

What's your why? What is the vision behind your product?

What was the inspiration that was the catalyst in creating your business? What do you stand for? What do you stand against?

Starting a business to grow your bottom line is no longer enough. Crafting a compelling story will help you connect with customers on an emotional level.



02

Pinpoint Your Ideal Customer

As the old saying goes, if you're talking to everyone, then you're talking to NO ONE. Focus on designing for a specific niche customer. Having a very clear picture of your customer allows you to build a collection that is focused on what you buyers wants and values.



03

Verify & Understand Your Ideal Customer

Once you have a niche customer, you then need to know them inside and out so you can create a product that will fit their needs. Research to exactly know how they live, how they shop, what social platforms they like, etc. Knowing and understanding who your ideal customers are, is one of the reasons why exceptional companies do well.



04

Know Your Competition

Once you have a great product, and you know your ideal customers are, it's time to do research and see what your competition is up to. Are there anyone else in the market with similar products? Who are they? What makes you stand out from them? These are vital questions to answer because you don't want to get lost in a sea of fishes that are already afloat.



05

Have a Clear Difference

Why should someone do business with you instead of one of your competitors? Are you solving a problem or pain point that your customers are dealing with? Are you tapping into their desires? For example, New York-based luxury handbag designer Rebecca Minkoff said: *“I created a line for what I wanted to wear — and what I saw there was a lack of in the market — in terms of design and function at an affordable price,”* Does your brand align with environmental, ethical or other purpose-driven initiatives that are part of your brand’s DNA? Ideas like this stand out.



Credit: Girlfriend Collective - high quality clothes from recycled materials

06

Have a Consistent Brand Voice & Messaging

Craft a compelling and consistent brand voice and message across all media that clearly communicates who you are, what you do, what differentiates you from the competition, all in way that will resonate emotionally with your customers.



07

Have Distinctive & Consistent Visual Identity

Make sure that your visual identity—from your logo, color scheme, typography, packaging, to hang tags, etc. are distinctive and consistent throughout. Good packaging and visuals that reflects your brand's values and personality will help your brand stand out. For example, your fashion brand may want to have a bold, edgy visual identity if it wants to appeal to a younger, trendier audience rather than a more mature and sophisticated one.



08

Have Impactful Photography

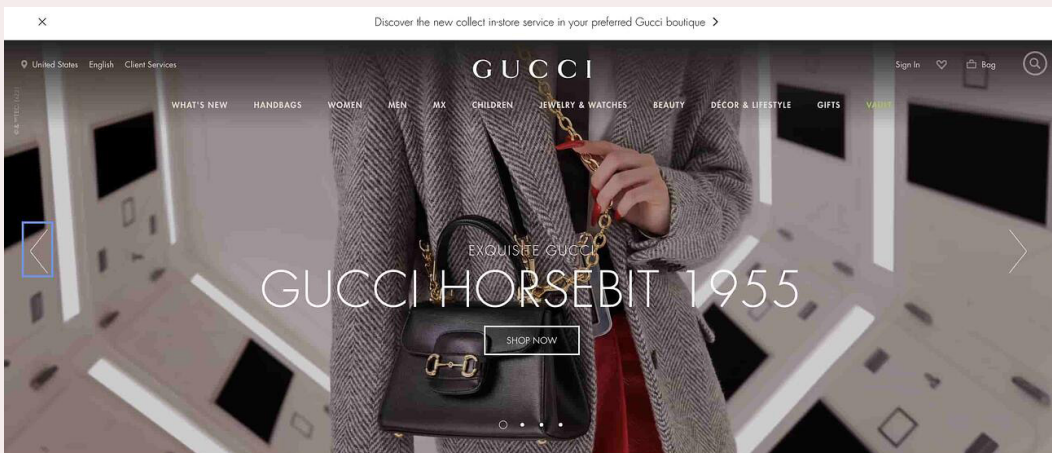
You don't get a second chance to make a great first impression. High quality fashion photography can entice your customer to purchase your product. Fashion is a visual industry and having great images can make literally make or break the sale so don't skimp out on this.



09

Have an Attention Grabbing Website

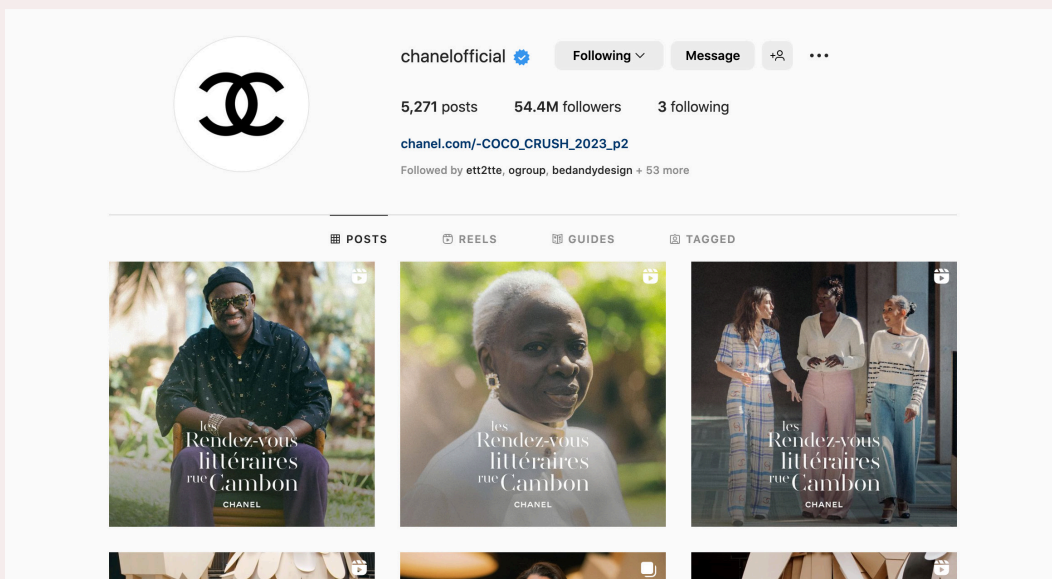
Your fashion brand website should be user-friendly, engaging and fast. A good website clearly answers three questions in order to drive sales: “What do you offer?” “How does your customer benefit?” “How does your customer buy?” It should also be easy to understand, navigate and browse around. Your audience is busy so you literally have seconds before they lose patience and move on.



10

Have Social Media Across Different Platforms

Have you ever noticed that some fashion brands post random photos or messages that mean nothing to the brand and have no cohesion? It is as if they have no idea what to post and do it just for the sake of doing it. Or they post what looks like a series of ads with no personality. Big mistake! Using social media across different platforms creates a strong synergy. Ensure that it has a consistent look and message and is done often.



Here's to Fashion Branding that Dominates!

A brand is strategic. To become the brand your customer loves and will pay premium prices for, developing a complete brand is the solution. At Jadotte Design Studio, we specialize in providing brand strategy and design services for fashion entrepreneurs just like you. We know that fashion is about more than just the clothes – it's about creating a powerful and lasting brand that speaks to your audience and sets you apart from the competition.

Would like clarity on how to help your fashion business stand out from the crowd and connect with your tribe?

Then contact us at Jadotte Design Studio today for a
FREE 30-minute no-obligation call Discovery Call.

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