

**Trends in  
fashion  
branding**

Fashion Lab  
Auckland, New Zealand  
October 23, 2003

[www.lucire.com](http://www.lucire.com)  
[www.jackyan.com](http://www.jackyan.com)  
[www.jya.net](http://www.jya.net)

# Why is differentiation not practised?

Постоянно изменяющийся.

Неизменно превосходный.

Дизайн волос с **Perform Carnitin**.



Товар сертифицирован



Новая линия средств для завивки от Wella мягко преобразует структуру волоса, превращая творческий поиск новых текстур и модных образов в увлекательную игру.

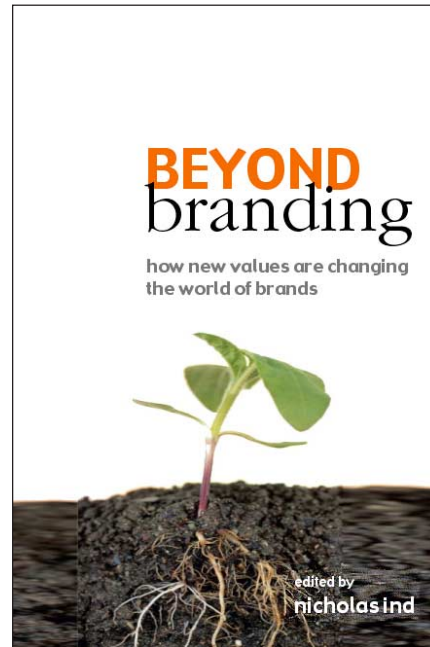
Питательный компонент **Carnitin** в составе **Perform** делает волосы более пластичными, определяя великолепные ухаживающие качества линии и стойкость результата завивки.

**Уникальные свойства Perform Carnitin** подтверждены научными



# ***Beyond Branding***

Lucire



Published this month by Kogan Page Ltd. in London. Visit [www.beyond-branding.com](http://www.beyond-branding.com)

**American  
Psychiatric  
Association's  
*DSM IV*: the  
narcissist's  
attributes**

- (a) a grandiose sense of self-importance;
- (b) fantasies of unlimited success, power and brilliance;
- (c) a belief that one is superior, special and unique;

**American  
Psychiatric  
Association's  
*DSM IV*: the  
narcissist's  
attributes**

- (d) a constant seeking for attention and admiration;
- (e) a preoccupation with how well I am doing and how favourably I am regarded by others.

# **Alan Mitchell on brand narcissism**

A personality disorder?  
Or a brand manager's job  
description?

**Brand  
misbehaviours  
are reported**

[www.chasebanksucks.com](http://www.chasebanksucks.com)

[www.badpension.com](http://www.badpension.com)

[CorpWatch.org](http://CorpWatch.org)

Corporate Babble

## **Trend no. 1**

The commercial context has been abolished: consumers are equally brand stewards in the early 21st century.



# Levels of trust

**Source:** Yesawich, Pepperdine and Brown/Yankelovich Partners National Travel Monitor

	1987	2001
My own abilities	80%	85%
TV news	54%	26%
Corporate advertising	20%	3%
Used car salesmen	15%	2%

## Trend no. 2

The brand of the 21st century has to act, not just say.

It's time for the activist brand.

The background of the advertisement is a photograph of a vast, snowy mountain landscape. The snow is bright white and appears to be blowing in the wind, creating a sense of movement and depth. The sky is a deep, clear blue. In the lower-left corner, the Patagonia logo and tagline are overlaid on the image.

**patagonia**<sup>®</sup>  
committed to the core<sup>®</sup>

# Indashio: Brad Batory— proceeds to charity

Photographs courtesy Brad Batory;  
Innovators on Sixth



30\_Indashio.jpg



31\_Indashio.jpg



32\_Indashio.jpg



33\_Indashio.jpg



34\_Indashio.jpg



35\_Indashio.jpg



36\_Indashio.jpg

**Rosita Hurtado:  
helping relieve  
poverty for 96  
million Latin  
American  
children**

Photographed by  
**Richard Spiegel** for *Lucire*



# Carlos Miele: helping the shanty town of Rocinha

Photographed by  
Richard Spiegel for *Lucire*



# **THEM and us**

Transparency  
Honesty  
Ethics  
Morality

Without them,  
the brand cannot survive

## Trend no. 3

The brand is becoming the catalyst for realizing the visions and dreams of those who either work for it, or are associated with it as customers.



# Lucire: the United Nations Environment Programme's first Fashion Industry Partner

Lucire

Lucire

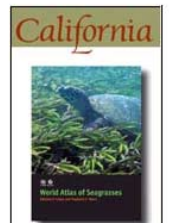


Home | Contents | Fashion | Living | Entertainment | Volante | News | Shopping  
Community | Express | Updates | StyleTalk | Feedback

Select other pages here and click 'Go'

## fashion | My Fair (Trade) lady

Safia Minney founded Global Village after arriving in Japan 13 years ago. Today, **Jack Yan** discovers that her spin-off venture, People Tree, is considered a pioneer in Fair Trade fashion, taking an ethical stance that is becoming increasingly relevant



Books from the University of California Press

**New**  
*World Atlas of Seagrass*, publishing September 2003

**Already published**  
*World Atlas of Coral Reefs*, \$38.50

*World Atlas of Biodiversity*, \$54.95

## **Trend no. 4**

Brands must now be participative.

**Origins of  
the trend:  
Mild Red  
spring-summer  
2003-4**



# Origins of the trend: Hippies' Little Hip Dress, by Vanessa Palmer



# Consider the possibilities

Image courtesy  
**BodyFX Wellington Ltd.**  
[www.bodyfxnz.com](http://www.bodyfxnz.com)



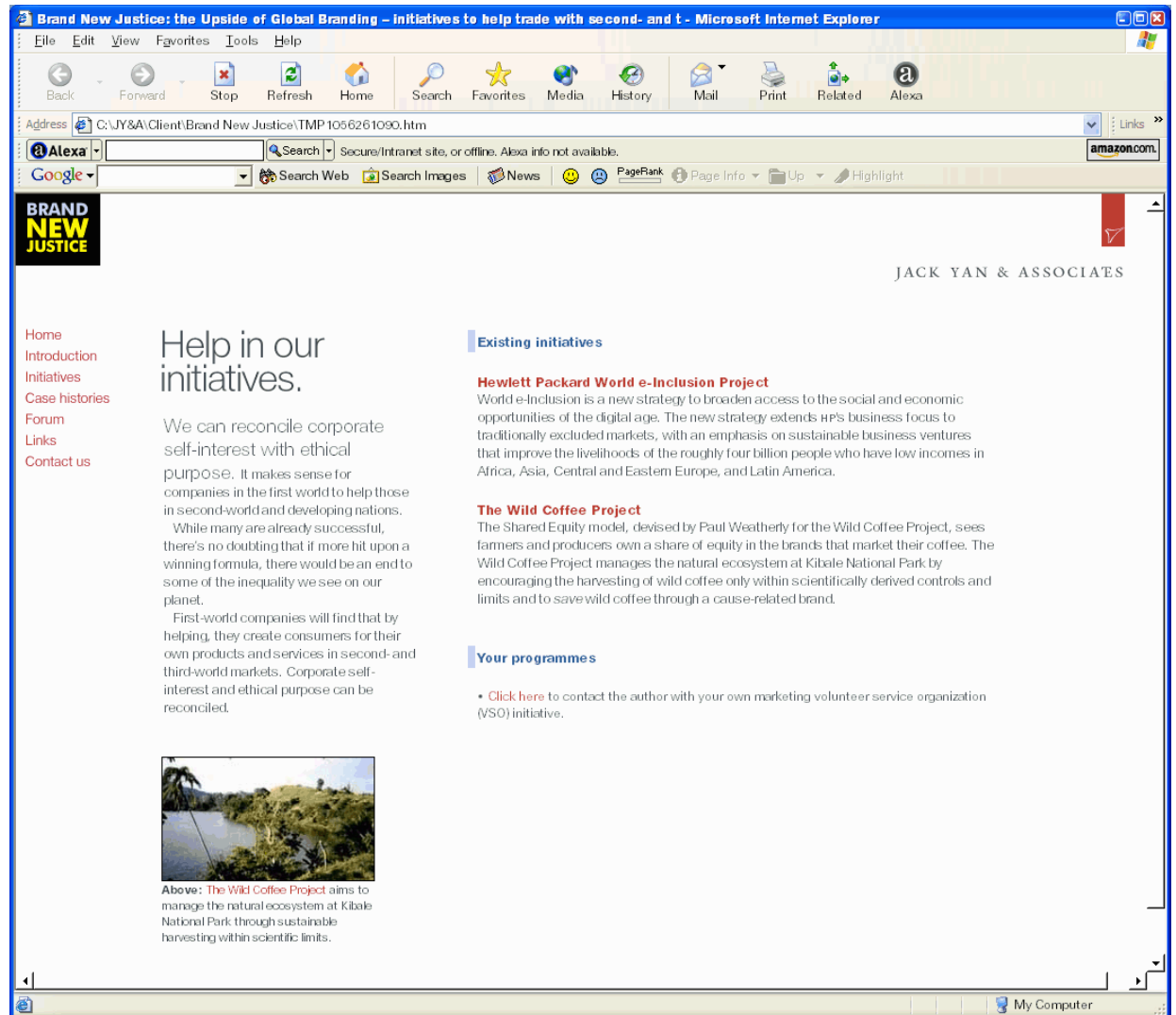
**Lucire**

## Trend no. 5

Brands live amongst a growing awareness of the global society and how we can make it better.

(Or, consumers are becoming more aware of the shambles that the current system is in.)

# Narrowing the gap: JY&A Consulting and Brand New Justice



# Narrowing the gap

Anholt: 'aidvertising'





**Let's change  
the world  
together.**



lucire

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the world  
together.**

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*Lucire* StyleTalk,  
[www.lucire.com/forum](http://www.lucire.com/forum)

Or visit [www.jackyan.com](http://www.jackyan.com)