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Professor Jackson

Brand Image Marketing

Chapter 1 Review Questions



1. Brand Name? **Telfar.**
2. What is the Brand Concept? **Telfar’s Brand Concept is built on the ability to honor the urban community with a democratic approach to clothing and handbags. At Telfar, they contribute to the fashionable post-identity generation, reassembling the label's audience with a bold collectivist statement. That states “It's not for you—it's for everyone.”**
3. Explain the distinctive features or uniqueness the brand offers. **Telfar is a black-owned luxury brand that offers quality handbags and clothing for all types of people. Telfar bags are unique and come in different ranges of sizes and colors. Telfar is a brand that is accessible and affordable for everyone. The Telfar brand has redefined “luxury” in the fashion industry by creating a brand that breaks barriers in nearly all aspects of fashion.**
4. What values do the brand provide its customer? **Telfar’s values provide inclusivity and create an atmosphere that everyone can relate to, and feel good about. Since his brand is based on the core values of accessibility and inclusivity, he demonstrates this through products.**