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BUF 3310

Professor Jackson

Midterm Exam

1. Co-Branding:

Co-Branding is when two or more companies work together to create a new product or alter an existing product to provide additional value to the customer. Global fashion brand Uniqlo which is owned by Fast Retailing has launched their new Spring/Summer 2021 collection with New York based label, Theory. “Uniqlo and Theory joined forces for the first part of their collaborative collection back in March and are now launching a part two during May” (Versteeg, 2021). This collection features eighteen different styles, nine women’s pieces and nine men’s pieces. Some of these pieces include high performance technology. Some of the high-performance pieces are a utility parka with water repellent capacities, sweat-proof t-shirt and dresses and pants made from functional ultra-light stretch materials. This collection is great because its fuses the utility wear known from Uniqlo with simplicity and tailoring Theory is known for which takes inspiration from the active city life of New Yorkers.

2. Sponsorship:

Sponsorships is a direct marketing that primarily focus on advertising placement. With one brand sponsoring the next, the brand gains increased recognition and builds its reputation. Rapper A\$AP Ferg based out of Harlem, New York has relaunched his fashion brand Devoni

with London based concept store Machine-A. Ferg's label Devoni is set to relaunch early November 2021 at concept store Machine A. "Machine-A founder Stavros Karelis has a reputation for taking a selective and supportive approach to the emerging labels stocked by his store. Devoni will be sold alongside growing contemporary labels such as Xander Zhou, Kwaidan Editions, Paco Rabanne, Rick Owens and Y-3" (Miller, 2021). Ferg's collection is limited to belts for now but split into two categories, the Red Monster which is made from Italian leather and the Bettas which is made from a vegan alternative. To add to the benefit of the brand, in addition to using vegan leather, part of the proceeds of sales will go to a charitable organization across Harlem.

3. Licensing:

Licensing is when the legal owner of a brand or a trademark gives another party the legal rights to use the brand's name and identity in return of a royalty fee. Skate gear and streetwear brand Supreme has joined forces with accessory brand Tiffany & Co. "The collection included necklaces made of silver and pearls, a bracelet, heart-shaped earrings and a standard key ring and another key ring that doubles as a knife" (Wolf, 2021). There is also the signature box logo with the Supreme logo remade in the Tiffany blue. This collection is inspired by the jewelry line started during the 1960's which includes key rings and pendants. This collection launches in stores on November 11th, 2021.

4. Influencer Marketing:

Influencer marketing is a type of social media marketing that uses endorsements and product mentions from individuals who have a dedicated social following and are viewed as experts

within their niche. Rapper, Chef and lifestyle enthusiast Action Bronson, known as @bambambaklava with over two million followers is a brand ambassador for New York City based lifestyle brand Aime Leon Dore. Bronson is a new ambassador of the brand as of this year being featured in product images on the brands Instagram account. Most recently Action Bronson was seen on his Instagram story showing off his new pair of Aime Leon Dore New Balances 993. Bronson has been seen in several Aime Leon Dore pieces from sweaters, pants, jackets and sneakers. This new release will debut during early November.

References

Miller, D. (2021). Rapper A\$AP Ferg's Designs on Fashion. Retrieved from. <https://www.businessoffashion.com/articles/entrepreneurship/hip-hop-artist-aap-fergs-designs-on-fashion>

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Wolf, C. (2021). Supreme x Tiffany & Co. Gives Both Brands Some Shine. Retrieved from. <https://www.gq.com/story/supreme-tiffany-and-co-collaboration>