



To build the best strategic model based on the analysis of alternative fashion microbrands for newly established alternative brands.



objectives

- To identify alternative brands
- To analyze the brand strategies
- To examine the relationship between the alternative microbrands and their consumers



findings

- Uniqueness by criticising mainstream
- An invisible and interdependent connection between customers and alternative microbrands
- A discrepancy in the concept of being mainstream fashion among different grouping of alternative microbrands
- The shop's location seems to be a crucial factor of sustainability for alternative microbrands



recommendations

In order to provide ponderable branding strategies for the alternative entrepreneur, investigating the key factors of success of alternative microbrand will be undertaken. Further understanding of the essential issues will be gained by interviewing and observing the young designers entering the market.

Branding Strategy of Alternative Microbrand

