BRAND BRITANNIA: Britishness in Fashion Branding

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Aims...

**Made in Britain?**
- Identify what defines ‘Britishness’ in context of fashion marketing.

**Cool Britannia?**
- Discern applications within branding and promotion.

**Fad or Fashion?**
- Contemporary relevance & sustainability.
Made in Britain?

Defining ‘Britishness’:  
• Context of society, history & fashion.  
• Practical & conceptual interpretations.

• Seek to dimensionalise the influences ‘Britishness’ has on UK fashion brand identity and promotion.
Practical Interpretations

Craft heritage:

- Wool, weaving & textiles.
Practical Interpretations

Industrial Heritage:
• Industrial Revolution - 18th Century.
Practical Interpretations

Commercial Heritage:
• Mercantilism, empire & trade.
Conceptual Interpretations

Patriotism:

- Confidence, pride & arrogance?
Conceptual Interpretations

Tradition:
• Class system, heritage, craftsmanship.
Conceptual Interpretations

Innovation:
- Rebellion, eccentricity, creativity.
Britishness in fashion defined by interpretation & application of distinctive economic, social & cultural influences in market strategy.
Cool Britannia?

- Identify how ‘Britishness’ is expressed in UK fashion firm branding strategies.
- Expressed with subtlety...
  ...and more overtly.
- Differing context according to domestic / international market setting.
- Applications considered in respect of basic marketing mix – 4 P’s
Product - Designer

- Alexander McQueen 2008 / 2009
Product - Designer

- **Mulberry AW 2011**

  “Amongst taxidermied foxes, tumbledown sheds and silk birds, models presented a jaw-dropping collection inspired by ‘the English countryside, English wildlife and Turner landscapes.’ Not to mention a healthy dose of Roald Dahl’s ‘Fantastic Mr. Fox’”
Product – Mid-range

• Ben Sherman:

SHARP SUITING

Every man deserves a good whistle & flute - especially with the summer party season.

In for razor-sharp grey numbers, easy-to-wear pinstripes and iconic black two-piece suits, in our skinny Camden fit, slim Kings fit and timeless City styles.

Complete the sharp look with some accessories.

BRAND NEW SUIT | NEW STOCK

KINGS | CAMDEN | CAMDEN | KINGS
Product – High Street
Scottish tweed gets a show of its own

British designers celebrated Scottish tweed last week with a fashion show in Stornoway on the Isle of Lewis, featuring the island's Harris Tweed fabric. Vivienne Westwood, Henry Holland and Ben Sherman designed pieces for the show, while Alison MacLeod, a textile artist based on the island, teamed up with Scottish designer Judy R Clark to produce a range of coats.
Product - Attributes
• Weak pound & high commodity costs...

I am very supportive of seeing if we can open more factories in the UK. There is an opportunity to look at derelict factories to see if we can re-open them again in an intelligent way.

Sir Philip Green, Arcadia Group & BhS.
Price – Domestic Market

- Weak pound & high commodity costs...
- High profile UK retailers positioning themselves as championing British industry.

The high street must take responsibility and “keep production lines flowing” at UK factories.
Price – International Market

• British identity is beneficial...
• British fashion brands command a price premium in Taiwan (+33%)
• British Premium/Luxury brands:
• London / Paris / New York ‘Syndrome’.
• London as a fashion capital...
  ...endorsed by Burberry 2009.
UK fashion retail market recognised as extremely competitive and dynamic.

UK fashion retailers among the most innovative and influential.

World-famous trading brands:

- Next
- Marks & Spencer
- Topshop
- New Look
Promotion

• A facilitator to foreign market entry:
Promotion

- An element of advertising in the international market:
An endorsement of brand positioning:
Fad or Fashion?

- Explore contemporary relevance and sustainability.
Fad or Fashion?

• Most successful brands are compelling, consistent and tangibly substantiated:

• Viability of ‘Britishness’ as an element of fashion branding dependent on how its relevance is made clear & substantiated.