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BRAND BRITANNIA: *Britishness in Fashion Branding*



Stephen M. Wigley
Senior Lecturer in Fashion
School of Art, Design & Architecture
University of Huddersfield – Research Festival



University of
HUDDERSFIELD

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?

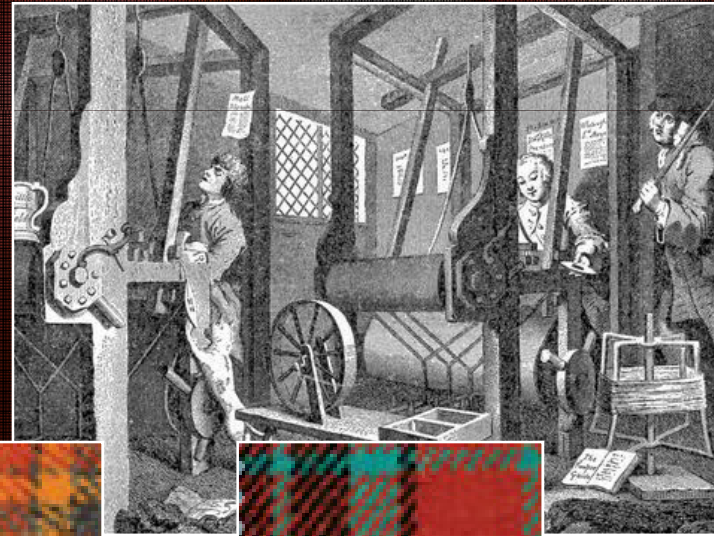
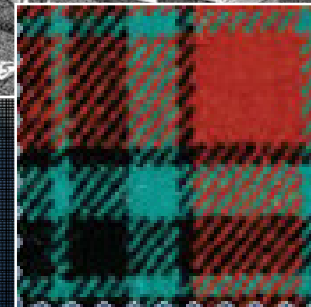
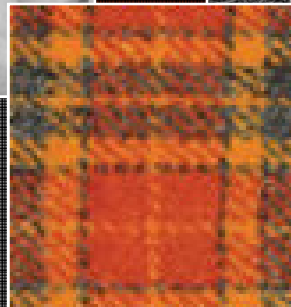
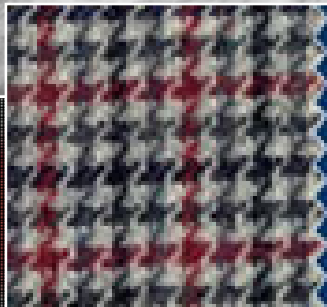
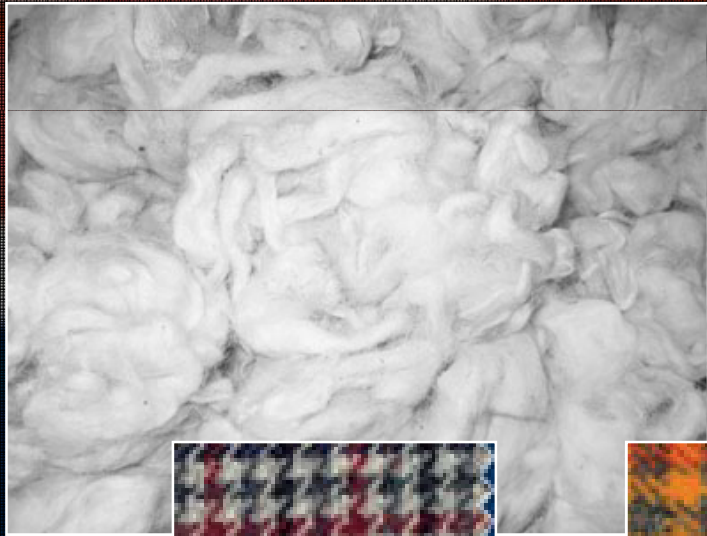
Defining 'Britishness':

- 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:

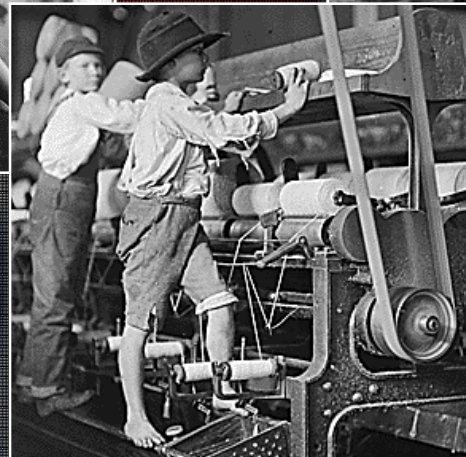
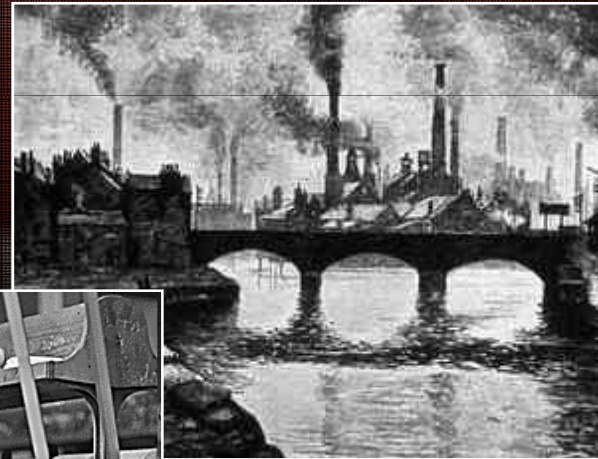
- Wool, weaving & textiles.



Practical Interpretations

Industrial Heritage:

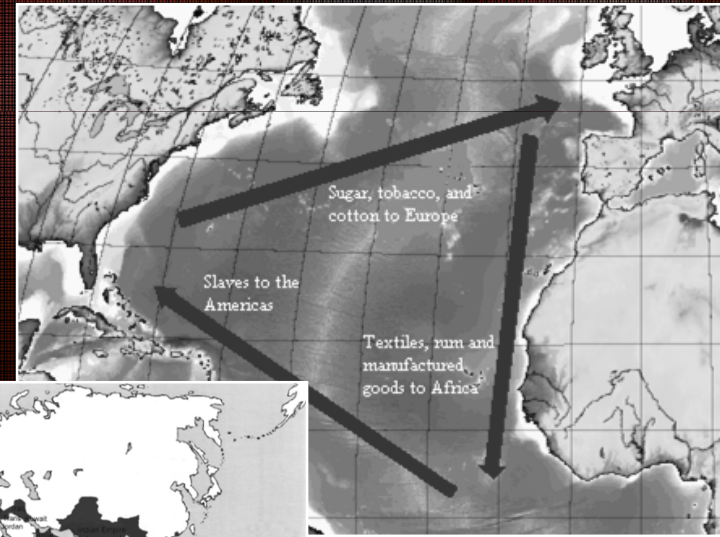
- Industrial Revolution – 18th Century.



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.



COMMERCE **Britishness in Fashion**

PATRIOTISM

**INDUSTRIAL
HERITAGE**

TRADITION

Britishness in fashion defined by interpretation
& application of distinctive economic, social
CRAFT & cultural influences in market strategy.
HERITAGE **INNOVATION**

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.

Go 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

SPRINT

JASON

STAFFORD

[VIEW ALL SUITS >>](#)

BRAND NEW SUIT



KINGS

NEW STOCK



CAMDEN



CAMDEN



KINGS

Product – High Street



Product - Ingredient



Product - Attributes



Price – Domestic Market

- 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

The high street must take responsibility and “keep

YOUR M&S

TOP SHOP



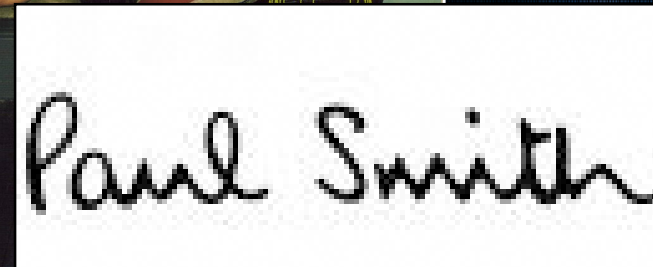
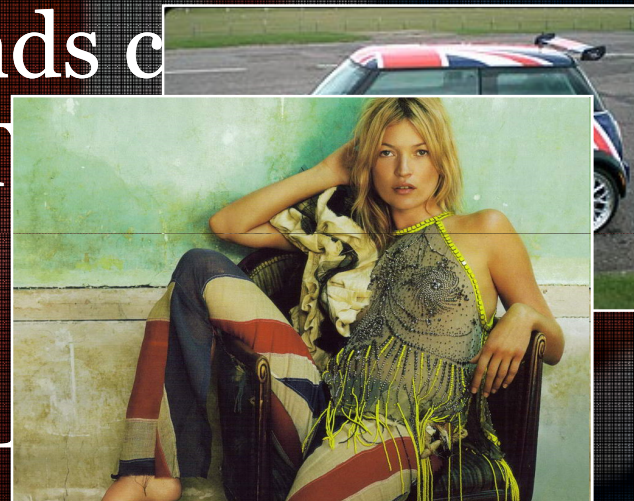
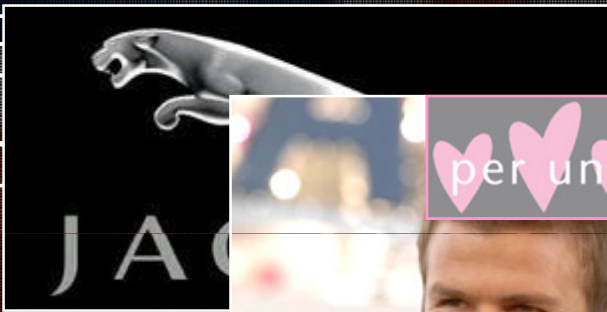
look

Ben

nd.

Price – International Market

- British identity is beneficial...
- British brands can price
- British



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Place

- London / Paris / New York 'Syndrome'.
- London as a fashion capital...
...endorsed by Burberry 2009.

**BOND
STREET** **W1**

WESTMINSTER LOND

**SAVILE
ROW** **W1**

SELFRIDGES & CO

HARVEY NICHOLS

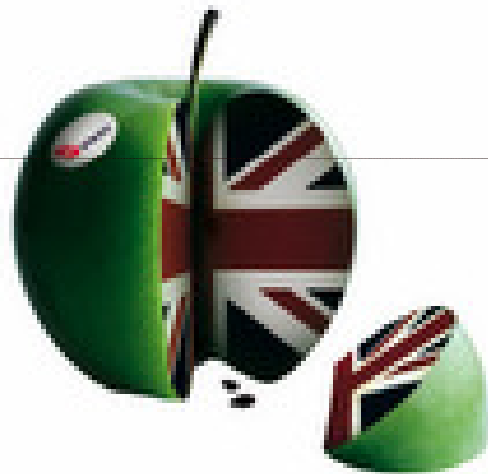
Place

- UK fashion retail market recognised as extremely competitive and dynamic.
- UK fashion retailers among the most innovative and influential.
- World-famous trading brands:



Promotion

- A facilitator to foreign market entry:



a Little Brit of the big apple

Ben Sherman
support www.bensherman.com

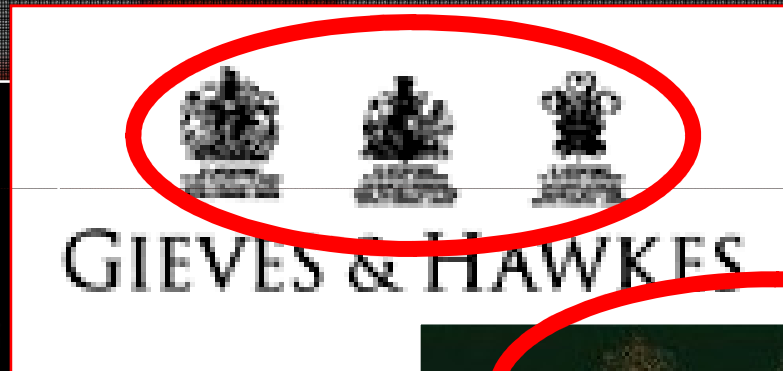
Promotion

- An element of advertising in the international market:



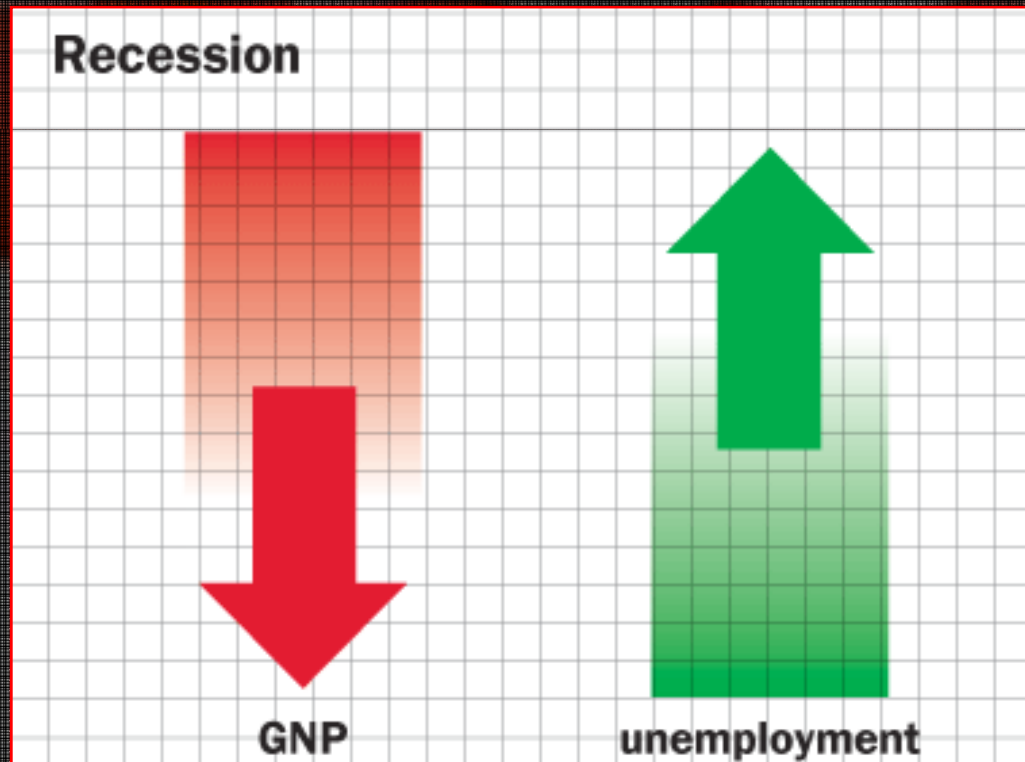
Blah

- 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.