

Naming Structure in the Marketplace

November 11, 2022

AGENDA

Sézane

04

aerie

06

Nation ltd

08

Athleta

10

Aritzia

12

Summary

Goal: Identify strategic naming structures among aspirational brands in the marketplace.

Findings: Brands offering similar products as maurices use women's names across the board.

Proposal: Based on my findings, it would suggest using midwestern women's names for tops and dresses categories. (Flora, Florence, Laura, Adelaide, Harriet)

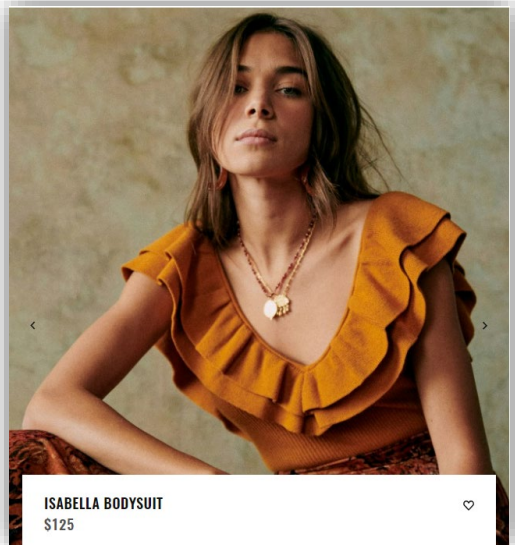
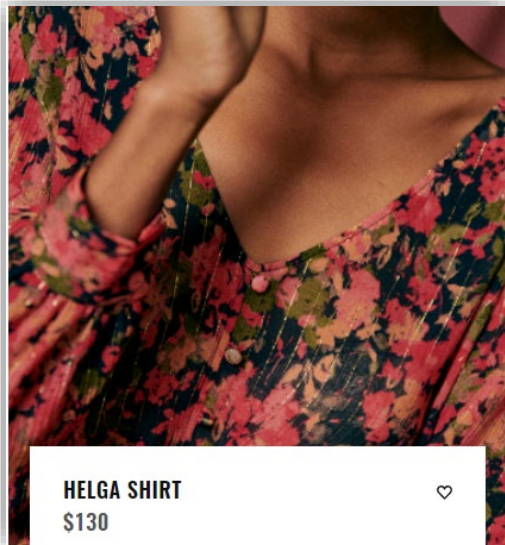
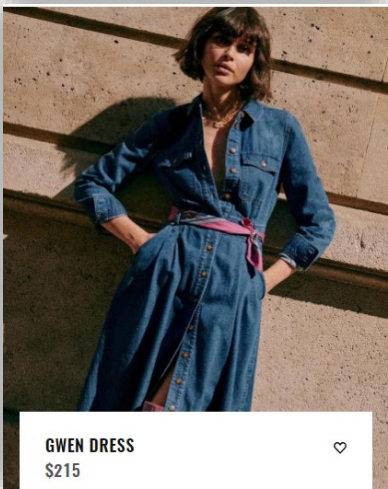
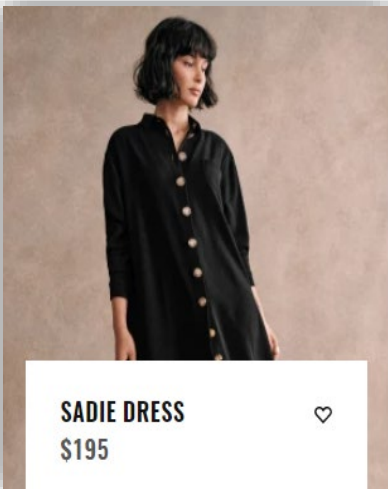
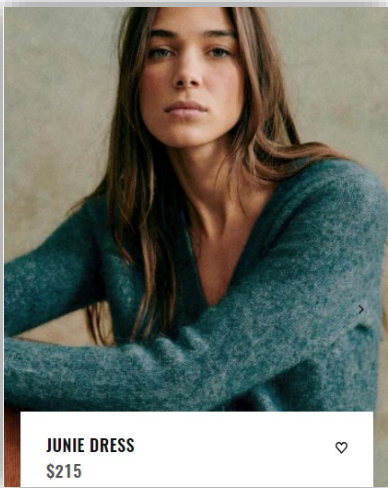
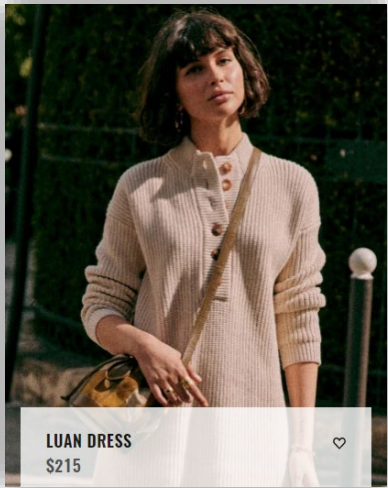
Alt. Opt. – Use northwestern bird names for tops/dresses to create a niche naming structure that fits well with our brand. (Wren, Loon, Warbler)

Sézane



Sézane

Findings: Uses elevated/high-end women's names throughout all categories

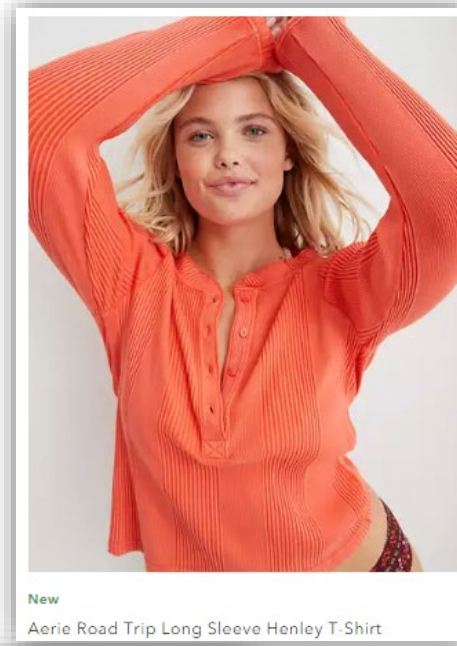


aerie



aelie

Findings: Uses emotional names for tops category



NATION
LTD[®]
LOS ANGELES



Nation LTD

Findings: Uses women's names throughout all categories



TORI TOP \$147



TORI TOP \$147



CAITLYN LONG SLEEVE \$138



VIOLET LONG SLEEVE \$161



ESTA DRESS \$230



LUNA DRESS \$253



LINDA DRESS \$193



CATALINA DRESS \$230



Athleta

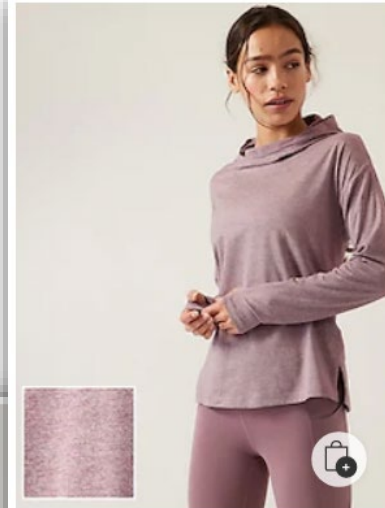
Findings: Uses benefit-driven names throughout most categories



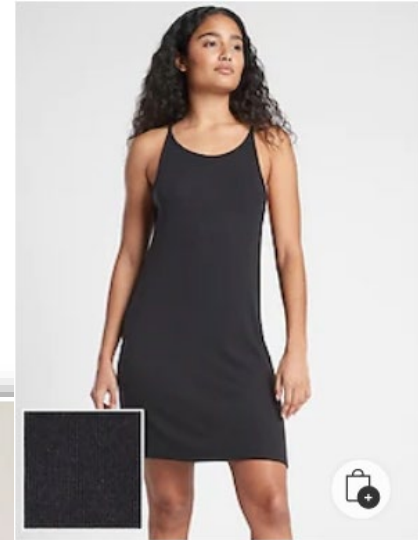
Salutation Jogger



Balance Wide Crop Pant



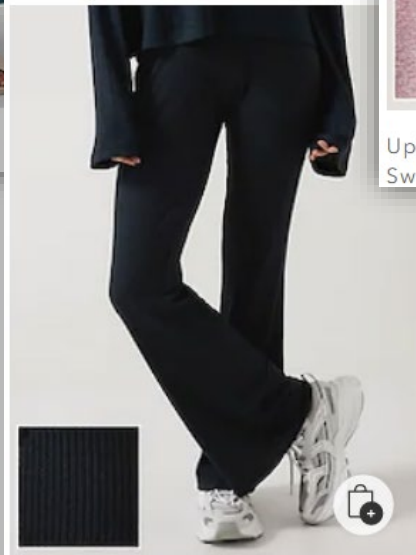
Uptempo Elevate Hoodie Sweatshirt



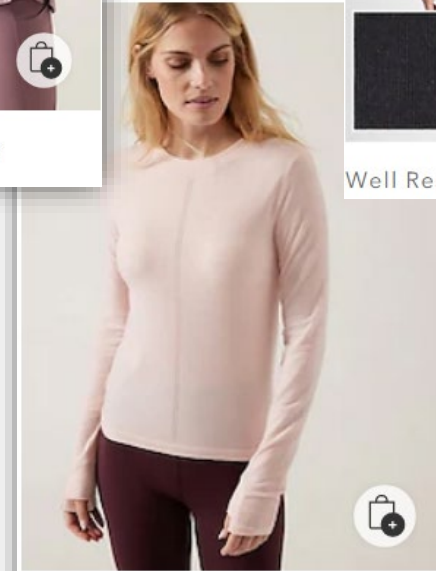
Well Rested Rib Sleep Dress



Cozy Karma Twist Neck Sweatshirt



Harmony Pose Pant



Ascent Seamless Top

ARITZIA



Aritzia

Findings: Wilfred brand uses unique women's names for sweater category

