

## The Hong Kong Polytechnic University

### Subject Description Form

*Please read the notes at the end of the table carefully before completing the form.*

<b>Subject Code</b>	SFT5976
<b>Subject Title</b>	Fashion Branding
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	<p>This subject will introduce students to the concepts of fashion branding and will support them in creating their own brand. They will be encouraged to consider the value of branding in today's competitive global fashion environment.</p> <p>It has become crucial for brands to differentiate themselves through emotional attachment and storytelling. Students will discover how they can build an authentic brand that can effectively engage with their consumers. Furthermore, the subject will provide them the confidence and skills to construct all aspects of their brand expression.</p> <p>The unit will support students in developing a critical awareness of the fashion industry, and its shifting patterns. In addition, they will be encouraged to explore and realize their brand positioning. By gaining an understanding of the industry, students will develop stratagems to enhance their brands creative and commercial survival.</p>
<b>Intended Learning Outcomes</b>  <i>(Note 1)</i>	<p>Upon completion of the subject, students will:</p> <ul style="list-style-type: none"> <li>a) Create a well-positioned brand that possesses clear core values and resonates with its intended target persona.</li> <li>b) Develop their brand ethos into a unique brand identity and construct every aspect of their brand expression.</li> <li>c) Establish a distinctive business model and formulate effective business strategies to justify it.</li> <li>d) Produce a brand manual to enhance their capabilities and offer to potential buyers/ investors.</li> </ul>

<p><b>Subject Synopsis/ Indicative Syllabus</b></p> <p>(Note 2)</p>	<ol style="list-style-type: none"> <li><b><u>Fashion Brand Positioning and Consumer Market Resonance</u></b> Gain knowledge of consumer research methods that provide insights into consumer preferences and behaviour. Develop techniques for identifying and segmenting consumer markets to gain an understanding of their consumer needs. Examine how fashion brands build strong resonance with consumers by aligning their core values, messaging, and visual identity with their intended market.</li> <li><b><u>Unique Fashion Brand Identity</u></b> A study into the creative aspects of developing a unique brand identity, and how to define and articulate a brand's, ethos, values, and personality, and translate them into visual elements, such as logos, colour palettes and graphics. Using multimedia and technology that is inclusive of GenAI, to craft a brand stores environment and potential in-store experiences. Understanding the importance of consistent brand messaging and storytelling across platforms such as social media, advertising campaigns and retail environments.</li> <li><b><u>Fashion Business Models and Effective Strategies</u></b> An investigation into a variety of business models that are prevalent in the fashion industry and analyse their strengths and weaknesses. Learn the significance of creating a business model that is aligned with a brand's identity, values, and target consumer. Explore possible business strategies in relation to sustainability, marketing, pricing, core product, collaboration, omni-channel retailing, customer experience, and their role in creating an effective business model.</li> <li><b><u>Brand Manual</u></b> Obtain practical skills towards the development of a comprehensive fashion brand manual that could appeal to potential buyers and investors. Learn how to document and articulate brand elements, inclusive of brand positioning, values, visual identity guidelines, tone of voice etc. in an engaging way.</li> </ol>
<p><b>Teaching/Learning Methodology</b></p> <p>(Note 3)</p>	<p>The teaching of this subject shall be conducted through lectures, seminars, case study discussions, and guided study. In addition, experts from industry shall be invited to deliver guest lectures that provide insights into the reality of the fashion business climate, as well as successful brand stories and business models that could inspire students.</p>

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>  (Note 4)	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d		
	1. Research	20%	✓	✓	✓			
	2. Business Strategy	20%	✓		✓			
	3. Brand Manual	60%		✓		✓		
	Total	100 %						
	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Research will be assessed in the form of market research on their target customer group, providing insights into consumer preferences and behaviour. They are required to demonstrate the skill of identifying and segmenting their own target market as well as providing appropriate levels of touch.</p> <p>Students will produce a brand manual, the assigned project is designed to assess each student’s ability to identify business opportunities, whilst integrating and applying the knowledge gained from this subject, to creatively develop a brand for a specific target market.</p>							
<b>Student Study Effort Expected</b>	Class contact:							
	▪ Lecture		21Hrs.					
	▪ Tutorial		18Hrs.					
	Other student study effort:							
	▪ Project Work		55Hrs.					
	▪ Reading		36Hrs.					
	Total student study effort		130Hrs.					
<b>Reading List and References</b>	<b><u>Books</u></b>							
	Barba, A., (2021), Consumed: The Need for Collective Change; Colonialism, Climate Change and Consumerism, Octopus Publishing Group.  Burns, L. D., Mullet, Kathy K., (2020) The Business of Fashion: Designing, Manufacturing, and Marketing (6 <sup>th</sup> Edition), Fairchild Books.							

	<p>D'Arienzo, W., (2016), Brand Management Strategies: Luxury and Mass Markets, Fairchild Books.</p> <p>Grose, V., (2021), A Practical Guide to the Fashion Industry: Concept to Customer (Second Edition), Bloomsbury Visual Arts.</p> <p>Hancock, J. H., (2016), Brand/Story: Cases and Exploration in Fashion Branding (Second Edition), Fairchild Books.</p> <p>Harris, Cl., (2017), The Fundamentals of Digital Fashion Marketing, Bloomsbury Visual Arts.</p> <p>Kravets, O (ed)., Maclaran, P (ed)., Miles, S (ed)., Venkatesh, A (ed)., (2018), The Sage Handbook of Consumer Culture, Sage Publishing.</p> <p>Meadows, T., (2019), How to Set Up and Run a Fashion Label: Third Edition, Updated and Expanded, Laurence King Publishing.</p> <p>Powers, D., (2019), On Trend: The Business of Forecasting the Future, University of Illinois Press.</p> <p>Thomas, D., (2019), Fashionopolis: The Price of Fast Fashion and the Future of Clothes, Penguin Press.</p>
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*Note 1: Intended Learning Outcomes*

Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

*Note 2: Subject Synopsis/Indicative Syllabus*

The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

*Note 3: Teaching/Learning Methodology*

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

*Note 4: Assessment Method*

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

(Form AR 140) 8.2020