

Designing the fashion brand identity for Gentleman

Nguyen Viet Tung

Abstract: The research context focuses on the necessity of identifying and establishing a strong brand identity system for men's brands (Gentleman). This topic aims to build a suitable brand identity set, including imagery, colors, and expressive language to enhance brand awareness and positioning. The research method combines theory with experimentation to ensure suitability and uniqueness for the men's fashion product line. Expected results will contribute to the development of men's fashion brands and enhance market recognition.

Keywords: Brand identity, Men's fashion, Brand design