

Design of the brand identity for the fashion company Velvet

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Abstract: The context of this topic is set against the increasing demand for effective brand personnel management in fashion enterprises. This is an important and urgent issue to ensure the sustainable production and business operations of Velvet company. The research objective focuses on designing an appropriate employee brand identity system for the company. The approach uses a combination of human resource management theory and empirical data from the company. It is expected that the topic will bring significant contributions in terms of application to improving the effectiveness of personnel management in fashion enterprises.

Keywords: Brand personnel, identity system, human resource management, fashion, Velvet