

FREAKER fashion brand media publication design

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Abstract: This topic focuses on designing media publications for the fashion brand FREAKER, aiming to enhance brand recognition and impact on customers. The objective is to identify current market trends, analyze competitors, and develop content aligned with the enterprise's marketing strategy. The research methodology includes both theoretical analysis of media publication design and empirical research through customer surveys to improve communication effectiveness. The topic aims to contribute to the development of a sustainable fashion brand and raise awareness of FREAKER's value in a highly competitive market.

Keywords: media publications, fashion design, market analysis, marketing strategy, sustainable branding