

Module code		Level	7
Module title	Fashion Branding: Culture and Narrative		
Status	Core		
Teaching Period	Spring Term		
Courses on which the module is taught	MA IFM		
Prerequisite modules	None		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	YES		
Additional costs	YES		
Content notes	N/A		

1. Module description

This module equips you with the strategic and creative skills needed to develop emotionally resonant fashion branding strategies that connect with consumers across cultural, geographic and digital landscapes. You are encouraged to look beyond fashion products to understand brands as immersive cultural experiences with powerful value propositions.

You will explore how emotional bonds between consumers and brands drive consumer-based brand equity and amplify the effectiveness of all marketing activity. Central to this relationship is a confident and clearly articulated brand identity, grounded in authentic mission, vision and values, and activated through coherent communication guidelines. In an increasingly competitive fashion industry, you will examine how intangible assets such as brand values, storytelling and immersive world-building have become as critical as the product itself. You will also consider how contemporary consumers want to participate in brand universes and contribute to evolving brand narratives across lifestyle, culture, and experience.

Throughout the module you will develop fashion brand building strategies and learn how to reposition within wider cultural and commercial contexts while remaining aligned with core proposition. A key focus is strategic repositioning, where you will identify perceptual gaps and category shifts to uncover attractive new market opportunities. Using frameworks such as Kapferer's Brand Identity Prism, you will redefine brand identity and construct compelling contemporary narratives.

Finally, you will analyse how cohesive branding strategies incorporating brand-led touchpoints, content strategy, and consistent on-brand messaging build consumer-based brand equity and invite consumers into the brand story, transforming fashion businesses into enduring cultural empires.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

(LO 2): Create and implement an innovative and effective branding strategy within the context of the international fashion landscape combining intellectual curiosity and creativity.

(LO 5): Communicate persuasively in a pitch or presentation and/or within a written context with reference to a multicultural brand proposition in international fashion settings.

(LO 6): Demonstrate extensive use of digital tools and data to appraise and utilise complex evaluation of international fashion branding.

(LO 7): Appraise fashion branding knowledge and demonstrate ability to critique and synthesise theories, frameworks, concepts and evidence-based facts at the forefront of international fashion and relevant to the task.

3. Learning and teaching methods, and reasonable adjustments

The teaching and learning strategy consist of micro lectures, workshops and tutorials. Micro lectures are used to communicate key theories and discipline practices regarding communication strategy and organisational change, while the workshops involve case analysis with an emphasis on applying theoretical knowledge to real-life situations. Your learning will further extend through additional asynchronous online activities. Field visits and industry guest lecturers will be drawn upon to enhance students' learning. All module materials will be made available to students via the University's VLE including journal articles, on-line videos, academic reading and selected books and journals. The assignments will allow you to reflect on your understanding of fashion branding practices.

Learning hours	
Directed learning	48 hours
Workshops/classes/seminars/lead events	48 hours
Guided/Self-guided learning	152 hours
Total	200 hours

Reasonable adjustments will depend on a Student Support Agreement. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a

member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessments and weighting, reasonable adjustment, and feedback

Assignment 1 - Group Project (30%)

Word Count or Equivalent: 1,800 words or presentation time of 10 minutes maximum equivalent.

For this group assessment, you will analyse a fashion company to understand how its brand world communicates the brand's core proposition, identity, image, and positioning. The focus should not be marketing communications execution but how messaging enforces brand identity.

Assignment 1 - Individual Project (70%)

Word Count or Equivalent: 2,500 words or presentation time of 15 minutes maximum equivalent.

You will select or be given a fashion brand to develop a repositioning strategy designed to stimulate growth and attract new target consumers. The project begins with a critical analysis of the brand's existing identity, mission, vision, values, and market perceptions, supported by perceptual mapping and positioning.

Based on these findings, you will propose a repositioning strategy that meaningfully reconnects the brand's core and value proposition with contemporary global consumer expectations through refreshing brand communications and image guidelines and demonstrating how the new positioning will be communicated.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Assessment components	LO2	LO5	LO6	LO7
Group branding project 30%		x	x	
Individual branding project 70%	x		x	x

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Aaker, D. (2010) Building Strong Brands. Simon and Schuster.

Choi, T-M. (2014) Fashion Branding and Consumer Behaviours: Scientific models. Springer.

Cattaneo, E. (2023) Managing Luxury Brands: a complete guide to contemporary luxury brand strategies. Kogan Page.

Busche, L. (2023) Brand Psychology: The Art and Science of Building Strong Brands. Routledge.

De Chernatony L. & MacDonald M. (2011) Creating Powerful Brands. 4th edition, Routledge.

Hancock, J (2016) Brand/story: cases and explorations in fashion branding. Bloomsbury.

Kapferer J-N. (2012) The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th edition, Kogan Page.

Kapferer J-N. (2015) How Luxury Brands Can Grow Yet Remain Rare, Kogan Page.

Knight, P. (2016) Shoe Dog: a memoir of the creator of Nike. Simon and Schuster.

Sarker, C & Kotler, P. (2021) Brand Activism: From Purpose to Action. Randon House.

Relevant Academic Journals

Journal of Brand Management
Journal of Product Innovation Management
Journal of Business Research
European Journal of Marketing
Journal of Marketing
Psychology & Marketing
International Marketing Review
Journal of Global Fashion Marketing
Journal of Consumer Research

Relevant Web/Database sources

Bloomsbury Fashion Central <https://www.bloomsburyfashioncentral.com/>
Common Objective <https://www.commonobjective.co/>
Euromonitor <https://www.portal.euromonitor.com/>
Fashion Monitor <https://www.fashionmonitor.com/home>
Ibis World <https://services.ibisworld.com/>
Statista <https://www.statista.com/homepage>
The Business of Fashion: www.businessoffashion.com
The Economist <https://www.economist.com/>

<module code> <module title>

The Financial Times: <https://www.ft.com/luxury-goods>
WGSN <https://www.wgsn.com/en>