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## Naming a business - help!

Posted by andreabillard - 2007/10/14 15:30

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Hi!

I am trying to brainstorm a name for a lingerie range but can't get my brain into gear! It will be handmade, limited edition and one of the selling points will be that it's handmade by me in th UK - any suggestions?

Ta x

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## Re:Naming a business - help!

Posted by JenniferHolloway - 2007/10/14 17:33

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Perhaps try and think outside of your box...when big high street retailers started off such as Next there is not an easy recognisable link here to fashion...its the brand awareness and PR that makes the name and the resulting qulaity of the product. What about your favourite place such as an exotic Islands and then think of derivates e.g. (Caprice to Capris, what about Greek gods and goddess, Indian festivals anythkng that you think has a unique twist.

Your initials - can you do anything with them? A luxurious fabric perhpas or words that conjour up the right level for your market velvet, texture, couture, body language....

Always ask your friends and family for ideas too...

Best of luck...

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## Re:Naming a business - help!

Posted by andreabillard - 2007/10/15 20:39

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Thanks for that! It's given me food for thought - I like 'Philosophy' but am trying to find out whether there are already lingerie ranges/shops etc wth that name. I did originally want to use 'Muse' but am aware that there is already a muse lingerie website. But once again, thanks very much! By the way I'm new to the website and think it's fantastic!

A x

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## Re:Naming a business - help!

Posted by JenniferHolloway - 2007/10/16 05:26

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Happy to help...!

When you are ready we can do a profile of yourself and promte you further. All you have to do is send your press release and your profile to Jojo@fashioncapital.co.uk and we do the rest.

BTW there are lots of Muse labels such as Harriets Muse too I like Philosophy too - if you call up Companys House and ask them on the phone if there are any companys set up with the name Philosophy they will tell you straight away and its FREE!!

Good luck.

How did you find out about us?

Jenny

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## Re:Naming a business - help!

Posted by andreabillard - 2007/10/16 10:03

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Thank you so much! I'm hoping to be ready by the end of the year ready to promote AA08 in February/March so I'll be in touch again soon!

Thanks again,  
Andrea x

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