**Your Personal Brand**

**OBJECTIVE:**

**Now** is the time to shine and create something all about you! Your job is to create and market a fashion label that represents you as you look toward life after high school. You will use a tri-fold board to display your label and your marketing techniques.

MATERIALS NEEDED:

Computer, Internet access, printing capability, copy paper, tri-fold display board

* Select a fashion label name that represents the "real you." (This is a made-up name, not a real firm name.)
* Create a logo for your label and include it on your tri-fold
* Select a tagline for your label that represents how you want others to see you, include it on your tri-fold
* Sketch six garments for your label. Include price, fabric content, target market, and a description for each garment. Description should let your customer know if it is casual or formal wear and give an example of what kind of event you would wear the garment to. Include sketches on the tri-fold.
* Choose a project mentor - an established fashion designer that has inspired you and your collection. State how this designer influenced you. Include on the tri-fold.

Written Report

How would you market your label? Type a summary on the following (one page minimum):

* Price: What would the price range of your garments be?
* Place: Where can people contact you?
* Pro motion: How will you promote your firm?

Extra credit

Design a hangtag for your label's garments, including the following:

* Label's logo and tagline on one side
* On the other side: a short message to your customer (no more than 20 words) and a (fictional) website where customers could find more of your merchandise