

T O P S H O P

RE-BRANDING | CAITLIN MILLS

LOGO HISTORY

BEFORE 2005

TOPSHOP

2005-2018

TOPSHOP

2018-NOW

T O P S H O P

asos

IN FEBRUARY 2020 ASOS BROUGHT THE ARCADIA GROUP

T O P S H O P

T O P M A N

Miss Selfridge



STRENGTH:

TOPSHOP ARE ALREADY A WELL ESTABLISHED BRAND

WEAKNESS:

AS A RESULT OF ASOS BUYING TOPSHOP THEY HAVE SINCE LOST THEIR PERSONAL IDENTITY

OPPORTUNITY:

TOPSHOP HAVE JOINED AN EVEN LARGER SUCCESSFUL RETAIL COMPANY

THREAT:

THERE ARE OTHER COMPANIES LISTED ON ASOS THAT WILL BE IN COMPETITION WITH TOPSHOP

BRAND POSITIONING STATEMENT

FROM TEENS TO YOUNG ADULTS, TOPSHOP IS A RETAIL BRAND THAT PRODUCES FASHIONABLE PRODUCTS IN AN ETHICAL WAY AND DEMONSTRATES A RESPONSIBLE ATTITUDE TOWARDS PEOPLE AND THE ENVIRONMENT. THAT IS BECAUSE TOPSHOP IS THE CLOSEST HIGH STREET FASHION BRAND TO CATWALK FASHION, TOPSHOP PROVIDES PREMIUM CLOTHING WITH HIGH-STREET PRICES FOR THEIR CUSTOMERS.

TONE OF VOICE

THE TONE OF VOICE AT TOPSHOP REMAINS SOPHISTICATED BUT FRIENDLY, IN ORDER TO ENGAGE ALL OF THE AGES FROM TEEN TO ADULT.

SOPHISTICATED BUT INFORMAL
PROFESSIONAL
CHATTY
FRIENDLY

BRAND ESSENCE

TOPSHOP DEVOTES ITSELF TO SHARING ITS SELECTIVE BRITISH STYLE AROUND THE WORLD WHILST OFFERING CATWALK PREMIUM ITEMS AT HIGH-STREET PRICES

BRAND PROMISE

TOPSHOP AIMS TO PROTECT THEIR FASHION FOOTPRINT. THEIR FASHION FOOTPRINT PLANS, MONITORS AND MANAGES THE SOCIAL AND BUSINESS ENVIRONMENT OF THEIR BUSINESS. THIS HELPS TO MAINTAIN THEIR ETHICAL PRODUCTION AND ATTITUDE TOWARDS PEOPLE

BRAND BELIEF

'TOPSHOP IS ALL ABOUT REFUSING TO BE PIGEON-HOLED. EACH CUSTOMER IS AN INDIVIDUAL AND RELIES ON THE BRAND TO DELIVER EVERYTHING FROM BASICS TO CUTTING EDGE TRENDS. IT'S THE BRAND SPECTRUM OF EVER CHANGING COLLECTIONS THAT KEEP TOPSHOP AHEAD OF THE STYLE GAME'

BRAND VALUES

TOPSHOP BASES THEIR VALUES AROUND MANUFACTURING PRODUCTS IN AN ETHICAL WAY AND TAKE RESPONSIBILITY FOR PEOPLE AND THE ENVIRONMENT. THIS CREATES A RESPONSIBLE BRAND IMAGE

BRAND VISION

TOPSHOPS KEY GOAL IS TO SATISFY THEIR INTERNATIONAL CUSTOMERS WITHOUT COMPROMISING THE UNIQUE BRAND VISION AND BRITISH STYLE

BRAND PERSONALITY

AS A BRAND TOPSHOP DEFINES THE CHARACTER OF THE CUSTOMER. THIS IS BASED ON A DISTINCTIVE BRITISH STYLE. ALTHOUGH TOPSHOPS UNIQUE DESIGNS IS DERIVED FROM THE LAST CENTURY, THEY REMAIN KEEN ON TECHNOLOGY BASED MARKETING.

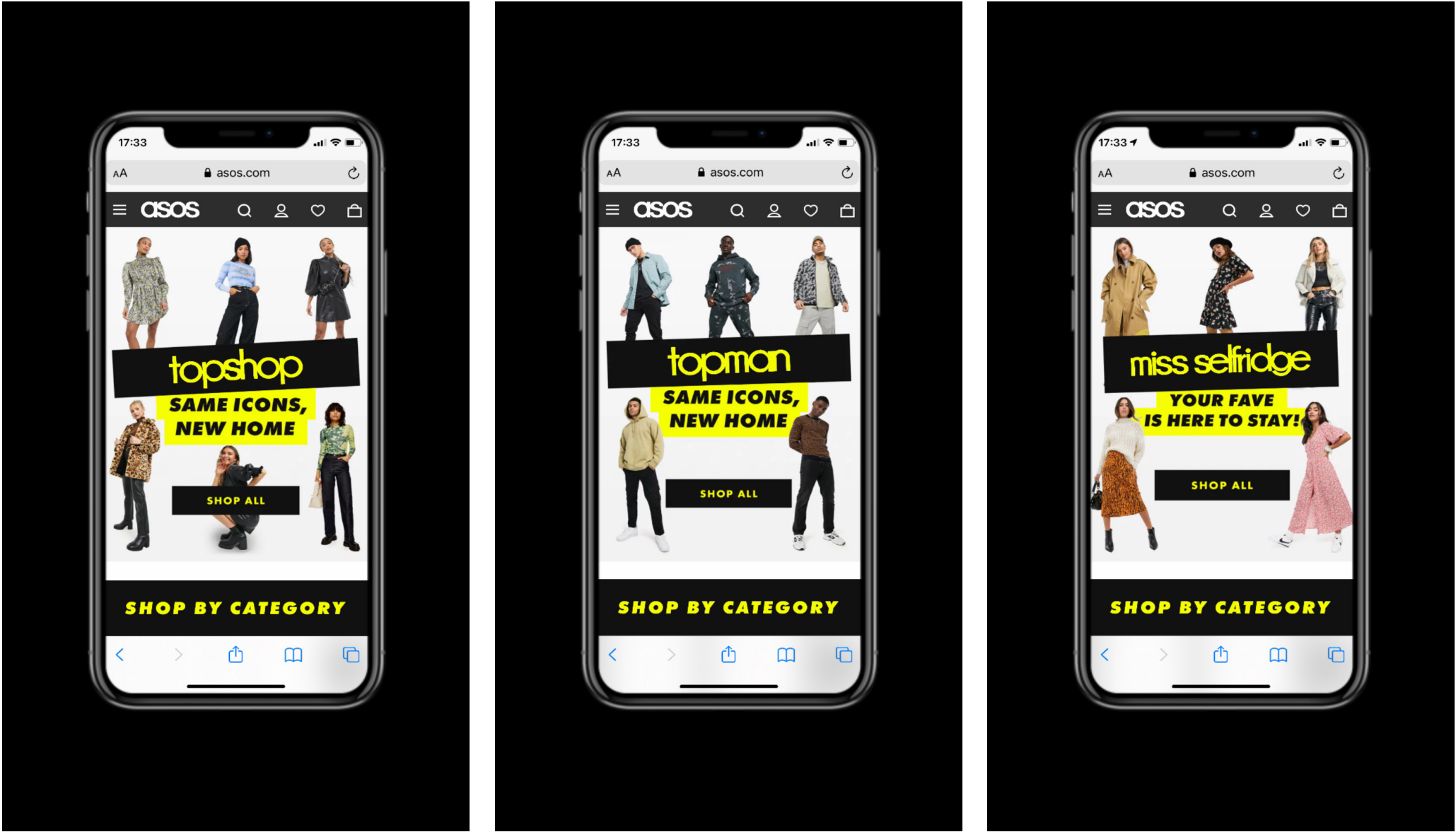
asos

topshop

topman

miss selfridge

RE-BRANDING ALL OF THE ARCADIA GROUP, PHILIP GREEN



ASOS MOBILE APP - PERCEPTION OF TOPSHOP, TOPMAN AND MISS SELFRIDGE

TYPOGRAPHY | LOGO

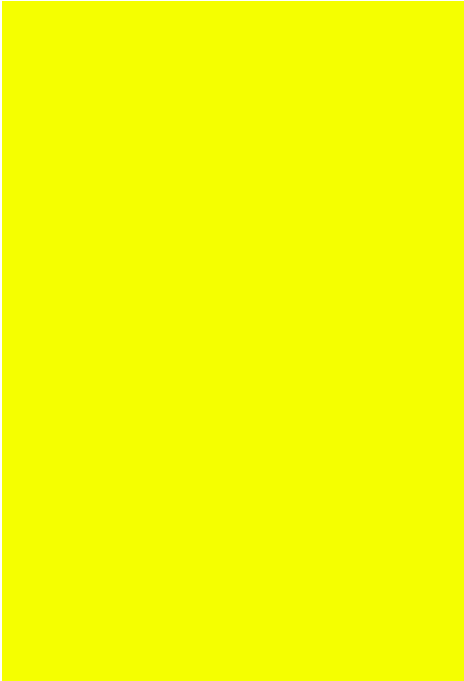
Champagne and Limousines

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TOPSHOP FONT MATCHING THE CURRENT ASOS LOGO

BRAND COLOUR



#f5ff00



#ffffff



#000000

ADDING YELLOW TO THE CURRENT BRANDING - YOUTH, JOY, POSITIVITY AND HAPPINESS

topshop

