

Naked and Famous – Brand outline, analysis, and recommendations

Naked and Famous is a luxury denim brand based out of Canada. Their focus is taking every opportunity to improve and innovate their products to be the top of their class. They do not advertise, they do not get endorsements, they simply make a high-quality product. The name “Naked and Famous” aims to poke fun at brands that sell denim at a similar price point but lack the quality. They have innovated fabrics to be scratch-and-sniff, reflective, glow in the dark, and more. Even their logo, a Pop-Art blonde woman, is blatantly making fun of mass media and marketing.

Their biggest strength as a company is their ability to stand by their high quality and innovation efforts. They are leaders of innovation and make clothing, not to become sold out millionaires but, to simply provide a service to the public. They do not advertise, at all, which could be seen as a weakness. Though, word of mouth travels fast and they also frequently have collaborations and feature limited edition lines such as Rick and Morty, Dragonball Z, Batman, and many more. This is where they can really get creative, they have an opportunity to truly establish themselves as the best and most well-crafted denim on the market. A great opportunity would be teaming up with other brands, that hold a similar world view, to create awareness about their brand. The retail world is full of threats, especially when there is no advertising. Naked and Famous understands the long tradition of making quality denim, as they tell the full story on their website, which is primarily based out of the Okayama region of Japan. Raw denim is becoming more popular, so there is a threat of other brands adopting their techniques.

The prime demographic for Naked and Famous would be the age range of 25-45. The classic “hipsters”, people who like quality and have no problem spending a little more money for craftsmanship. The denim ranges in price but sits comfortably at around \$200-\$400 a pair. This would automatically place them in the middle to upper class medium income range. They have both a men’s and women’s line, so they can appeal to both sexes. A big point for Naked and Famous to focus on is their quality and the lack of maintenance that goes into raw denim. This kind of denim is ideal for individuals that do not necessarily want to wash their jeans every time they wear them. In fact, raw denim gets more comfortable as they are worn and washing them too frequently will take that benefit away. There is also something to be said about the kinds of features that they have. As previously mentioned, they do a lot with adult cartoons. They do not get endorsements, but they constantly feature patchwork and limited-edition dye processes that support their collaborations. For example, for Batman, they did a jet-black patch with jet-black denim. The patch featured artwork from the Batman comic books. This tells you a lot about their demographics and further solidifies the argument for age being in the 25-45 group.

The raw denim market is becoming more saturated as the trend continues, for example, brands like Rag and Bone, Buck Mason, The Unbranded Brand, and more have adopted the raw-Japanese style of denim. Buck Mason even clarifies and has a Japanese style denim section on their page where they aim to inform and sell. From a market standpoint, these brands are similar in their lack of advertising and endorsements. Some of them, like Rag and Bone, are more mall-friendly and have been growing throughout the past few years. The greatest thing to keep in mind is their lack of innovation in comparison to Naked and Famous.

Naked and Famous is no stranger to partnerships and collaborations. Though, an experiential pop-up shop may be beneficial when dropping a new collaboration. In the case of Rick and Morty, a very popular adult cartoon, they could have opened a store and featured quirky experiences such as pickle tastings, Rick and Morty based drinks, DJ's that remix the songs featured in the show, and maybe a T-shirt brand to feature their Rick and Morty based products in the pop-up. This also brings up the idea of partnerships, the shoe brand TAFT has a similar ideology when it comes to their products. They choose quality over fluff, meaning they don't spend money on advertisements. They do, however, create look books and collaborations with other brands. They recently did a shoe collaboration with the watch brand MVMNT. The kind of leather used in the strap of the watch mimicked the leather used in the boots. A way to apply this to Naked and Famous would be to use that same leather as the back patch of the denim and to color coordinate the dyes of the denim to match the watch and shoe. This is just one way that Naked and Famous can coordinate with other brands of like-mindedness to increase exposure while staying true to their own ideals.

To summarize, the best course of action for any brand is to expand. This is especially important for clothing brands that are a higher price-point and are struggling as they come out of the pandemic. Brands that have a moral code or an idea that they live by, in this case, Naked and Famous steers away from over-commercialization and advertisements/ endorsements have an upper hand in bouncing back. They also stand by their quality, so that is the biggest selling point for their brand. A great way to double-down on this is to find other brands that share that same sentiment.

Multimedia:

It will be catered to the target demographic, that I have researched to find is the 25-45 age group. This demographic is most likely living in a big city or a suburb of a big city, which is why it will take place in an urban setting or appealing to the WFH trend.

Subject	Setting	Accessories	Expression	Copy
<p>A 25–45-year-old male, sitting or standing in raw, selvedge denim.</p>	<p>A busy, urban area with a lot of traffic. Preferably outside of a bar or restaurant, in a trendy part of town to appeal to the target audience.</p> <p>Or in bed, comfortably, to appeal to the WFH trend. This would appeal to the comfortability of the jeans.</p>	<p>May include a watch, designer boots, other “street wear” such as a hoodie or raincoat with a simple- plain tee.</p> <p>Or a robe, with a leg of denim that pops out. A simple statement that doesn’t say too much.</p>	<p>Serious, yet intrigued. This signifies that this individual has a lot to do, but still takes the time to look good and takes care of themselves.</p> <p>Robe idea - This is also poking fun at brands that sexualize their products for attention.</p>	<p>“Be courageously you” (Generic)</p> <p>“Built to last, worn to live fast” (Catchy)</p> <p>“Good quality that holds up and stands out.” (Firm and representative)</p>