



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 09- 12-2025

Time: 01:00pm - 04:00pm

School: SOD		Program: Bachelor of Design Fashion Design			
Course Code: DES1132		Course Name: Branding for Fashion and Apparel			
Semester: VII		Max Marks: 100		Weightage: 50%	
CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	50	50	-	-	-

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

10Q x 2M=20M

1.	Define brand differentiation in the fashion industry.	2 Marks	L1	CO1
2.	List four visual cues that help consumers identify a fashion brand.	2 Marks	L1	CO1
3.	Define brand consistency and its importance for fashion labels.	2 Marks	L2	CO1
4.	State what are brand touchpoints with two examples relevant to apparel and retail.	2 Marks	L2	CO1
5.	Define rebranding and brand extension using suitable examples from the fashion industry.	2 Marks	L2	CO1
6.	Describe brand storytelling and its impact on building customer connection.	2 Marks	L1	CO2
7.	Explain the role of social media content in shaping fashion brand perception.	2 Marks	L2	CO2
8.	Discuss influencer marketing as a modern form of brand communication in the fashion industry.	2 Marks	L2	CO2
9.	Discuss two key factors that affect consumer trust in fashion brands.	2 Marks	L2	CO2
10.	Explain any one fashion campaign illustrating how emotional resonance was effectively built with its audience.	2 Marks	L2	CO2

Part B

Answer the Questions.

Total Marks 80M

11.		Hidesign began in 1978 in Pondicherry as a small leather workshop guided by founder Dilip Kapoor's vision of handcrafted excellence and environmental consciousness. What started with a few artisan bags evolved into a global brand retailing across 25 countries. Hidesign's brand identity is rooted in sustainability, natural leather tanning, and earthy aesthetics that celebrate "handmade luxury." As it expanded into airport stores and urban malls, the brand attracted a new segment of young professionals who valued convenience but were unaware of its craft ethos. Its sleek new stores, digital campaigns, and celebrity endorsements brought visibility but raised fears of commercial dilution. How could a brand built on slow fashion compete in fast-paced global retail while keeping authenticity alive? Balancing exclusivity, storytelling, and accessibility has become Hidesign's most critical brand challenge.			
	a.	Discuss Hidesign's brand identity and positioning within the context of its expansion into mainstream retail.	10 Marks	L3	CO1
	b.	Explain the communication and storytelling strategies that reinforce craftsmanship and sustainability for global audiences.	10 Marks	L3	CO2
Or					
12.		Da Milano was established in 1989 as a family-owned leather-goods house drawing inspiration from Italian craftsmanship. Over three decades it grew into a network of boutiques across India's premium malls. Its stores use marble finishes, golden hues, and classical music to evoke European luxury. However, international brands such as Michael Kors and Coach have entered the same market, challenging Da Milano's claim to "accessible exclusivity." The brand now seeks to modernize through e-commerce, influencer tie-ups, and collaborations with Indian designers. Yet questions remain about what defines "Indian luxury." Should Da Milano amplify Italian inspiration or embrace indigenous craftsmanship? Its communication must now balance global aspiration with local pride while ensuring a distinct visual identity.			
	a.	Discuss how branding principles enable Da Milano to differentiate itself within the Indian luxury segment.	10 Marks	L3	CO1
	b.	Explain the collaboration and influencer strategies that enhance aspirational value among younger luxury consumers.	10 Marks	L3	CO2
13.		A division of the Tata Group, Tanishq revolutionized India's jewelry market in the 1990s by offering purity assurance and modern designs. Over time its advertising evolved from technical purity to emotional storytelling that celebrated women's lives – marriage, remarriage, motherhood, and self-expression. Campaigns such as "Little Big Moments" and "When It Rings True" used authentic, inclusive narratives that resonated deeply with urban India. Recently, certain campaigns faced social-media backlash for challenging stereotypes. Despite temporary controversy, Tanishq's empathetic tone			

		strengthened its perception as a progressive yet trustworthy brand. The key challenge now is to sustain emotion-led differentiation while protecting the core promise of quality and heritage.			
	a.	Describe how emotional storytelling using branding principles shapes Tanishq's positioning and consumer trust.	10 Marks	L3	C01
	b.	Suggest a campaign concept that continues inclusive storytelling while safeguarding cultural sensitivity.	10 Marks	L3	C02
Or					
14.		Fastrack, launched in 1998 under Titan, became synonymous with youth rebellion through edgy ads like "Move On" and "Sorry for What?". Its bold colors, slang, and irreverent tone defined millennial cool. Today's Gen Z, however, values authenticity, gender fluidity, and sustainability – ideals not always reflected in Fastrack's earlier cheeky humor. To bridge this gap, the brand refreshed its logo and introduced campaigns centered on self-expression and individuality. Yet critics argue the shift lacks emotional substance. Fastrack must evolve from attitude-driven rebellion to purpose-driven empowerment while retaining its iconic energy. The goal is to redefine "cool" through inclusion, creativity, and conscious fashion.			
	a.	Discuss Fastrack's brand identity and tone in relation to evolving Gen Z expectations.	10 Marks	L3	C01
	b.	Explain how digital storytelling ideas help to rebuild Fastrack's edgy image around relevance and authenticity.	10 Marks	L3	C02

15.		Ritu Kumar pioneered Indian fashion in the 1970s by reviving traditional hand-printing and embroidery. Over time she developed a multi-brand architecture – Couture Ritu Kumar, Label Ritu Kumar, and Ri Ritu Kumar – to address different price points and audiences. This expansion ensured visibility but also blurred brand coherence. Younger audiences discovered her via social media collaborations, while loyal clientele still associated the brand with classic bridalwear. As global interest in Indian craftsmanship grows, Ritu Kumar faces the task of presenting her legacy in a modern language that appeals to digital natives without eroding heritage value. A clear unified narrative is vital to maintain credibility and generational relevance.			
	a.	Suggest brand architecture frameworks to demonstrate Ritu Kumar's positioning across market tiers.	10 Marks	L3	C01
	b.	Discuss brand narrative strategies that bridge legacy with modern sensibilities.	10 Marks	L3	C02

Or

16.		Global Desi, launched by Anita Dongre in 2007, celebrates bohemian energy through Indian prints reinterpreted for contemporary life. Its bright imagery and "Vibrant Indianness" message connect well with urban young women. As new online brands flood the fusion-wear space, Global Desi must distinguish itself through stronger storytelling and omni-channel consistency. While its designs remain playful, communication often lacks depth beyond surface color and pattern. The brand aims to translate its carefree style into a purposeful narrative around individuality, sustainability, and everyday joy.			
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	a.	Discuss Global Desi's brand identity coherence across physical stores and digital channels.	10 Marks	L3	C01
	b.	Explain the storytelling techniques that emphasize authenticity and cultural freshness to engage Gen Z audiences.	10 Marks	L3	C02

17.		Founded in 1986 by Meena Bindra, Biba transformed Indian ethnic wear into a ready-to-wear phenomenon. Its colorful prints, celebrity associations, and strong retail presence built an approachable image for everyday festive fashion. Over time, competition from value brands and e-commerce platforms eroded distinctiveness. Constant discounts risk undermining Biba's perceived quality and design leadership. The brand now wants to shift perception from affordability to aspiration by highlighting craft inspiration, fit, and women's empowerment. Building brand loyalty in the mass segment requires balancing accessibility with design authority.			
	a.	Suggest branding principles to help analyze Biba's positioning within the mass-market fashion space.	10 Marks	L3	C01
	b.	Discuss the digital and experiential initiatives to rebuild aspirational equity while retaining mass-market reach.	10 Marks	L3	C02

Or

18.		Aurelia, part of TCNS Clothing, began in 2009 as a comfort-focused ethnic wear label. Positioned between affordability and elegance, its soft pastels and geometric motifs appealed to young professionals. Facing stiff competition and overlapping identity with sister brand W for Woman, Aurelia initiated a retail and visual overhaul. Stores were redesigned with open layouts, sustainable materials, and digital mirrors; campaigns adopted the tagline "Be You Be Beautiful," portraying relatable women rather than models. Aurelia's challenge is to differentiate itself clearly within the same corporate portfolio while appealing to both offline and online shoppers. Strengthening its narrative of modern Indian confidence could cement its niche between mass and premium segments.			
	a.	Suggest brand identity and positioning frameworks to show Aurelia's transformation journey.	10 Marks	L3	C01
	b.	Discuss the brand narrative and visual communication strategies to build loyalty among working-class urban women.	10 Marks	L3	C02