



2017 Fashion Brand Index

Favorite Sports Teams, Armani, & Nike Score Big Ivanka Trump Does Only Slightly Better Than Store Brands

NEW YORK, NY (March 8, 2017) – Fashion brands still matter. Some brands just matter more than others, and was the key finding according to the 2017 Fashion Brand Index conducted by Brand Keys, the New York-based brand engagement and loyalty research consultancy.

A total audience of 2,650 women, 21 to 55 years of age, drawn from the 9 U.S. Census regions participated in the annual Fashion Brand Index. The fashion brands mentioned most often by respondents – on an unaided basis – as being *'more important to them'* were assessed for the brands' power to add value to their products.

"If you affix a store-brand label like Alfani to a generic, 100% cotton dress shirt, the perceived value of the shirt goes up by about 9%. So an \$18 shirt can now be sold for \$20," noted Robert Passikoff, Brand Keys founder and president. "In this instance, the brand allows a retailer to charge an extra \$2 and the customer is willing to pay more because the brand added something of emotional value to what's essentially a dress shirt." This year's top-20 brands were assessed as follows:

1. Favorite Sports Team 40%
2. Armani 38%
3. Nike 36%
4. Ralph Lauren 34%
5. Polo 31%
6. Chanel 30%
7. Calvin Klein 27%
8. Dior 25%
9. YSL 23%
10. Levi's / Old Navy 22%
11. Hilfiger 21%
12. Kate Spade / Tom Ford 20%
13. Zara 19%
14. Under Armour 18%

15. Forever 21 / Uniqlo 16%
16. Victoria's Secret 15%
17. H&M 13%

"We aggregate mentions of sports teams. And because brand added-value is mostly emotional," said Passikoff, "Sports teams have been the #1 mention for the past decade. There's no one more emotional than an ardent fan, which is why a favorite team can add 40% to the perceived value of the clothing, and is precisely why team and player jerseys sell for \$50."

According to our 2017 Fashion Brand Index, the average added-value across all of the fashion brands mentioned was +25%. The higher-fashion brands can start at a higher base price than store-brands for precisely the same shirt, but this analysis provides a reasonable brand-to-brand comparison of added value strength.

"The Ivanka Trump brand wasn't mentioned by a large enough sample to make the list on its own, but we included it in the added-value analysis to get a brand benchmark given all the tumult surrounding everything Trump," said Passikoff. The Ivanka label added value of 10%, only 1% more than an established store brand.

"Being able to assess a brand's ability to add value is critical," noted Passikoff. "It's just good business, and like Ralph Lauren said about his brand 'I don't design clothes. I design dreams.'"