

The Re Branding of a Fashion GiANT

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The Shirt at the Heart of the Re Branding

It's not every day that iconic, high impact global fashion brands like GANT are made. It's been almost 7 decades since the brand was launched way back in 1949. The following statement says it all. "GANT is entering an exciting phase. Becoming a leading brand doesn't mean that we necessarily will be the biggest but we want to become the best," says **GANT CEO Patrik Nilsson**.

Renowned over almost seven decades for their shirt making expertise, GANT has decided to wear it's heart on it's sleeve. The focus at GANT is now on walking the walk where the brand's sought after style, superior quality and European sophistication appeals very distinctly through three sub brands to the professional/business traveller (GANT Diamond G), the sporty urbanite seeking an active lifestyle(GANT Originals) and for those looking at what's trending, at the cutting edge of fashion(GANT Rugger).

GANT is truly embarking on a change the world journey. And has set its sight firmly on becoming the leading lifestyle brand over the next 5 years. " We've had a great time on the beach but our heritage demands more of us. There is a facet of our heritage that we have yet to tell the world about. Just as we once revolutionized the shirt, it's now time to show the more human and intellectual side of our brand - something that already lives in our DNA," explains **GANT Global Marketing Director, Caroline Roth**. The journey has taken the GANT brand from Ivy League Campuses in the 1950's to the Ivy Fashion Leagues.



The GANT brand's redefined vision is being brilliantly articulated through a new brand identity (appended with this) launch combined with multi million dollar media investment across the world (including the **GCC region** where the brand has been represented by the leading retail conglomerate **Liwa Trading** over the past several years). The campaign will reach across print, outdoors, cinemas, digitally, in-stores and social media through the fall and into 2016. The brand is also featuring in all the top Fashion Week's across the world include g the New York Fashion Week this September.

GANT has taken their vast knowledge gathered over the years (the brand was established in 1949) and added the latest technology and innovations. The GANT Diamond G shirt represents the true essence of the past and present, found in a single product," says **GANT Creative Director, Christopher Bastin**.

Various technologies and innovations have been crucial in perfecting this shirt for the modern-day hectic lifestyle. All buttons on the GANT Diamond G shirt are carefully sewn on with a unique technology that ensures the button will not fall off, ensuring this is a shirt that will certainly last for decades. This new sub-brand is all about desk to dinner pieces, allowing the consumer to continue living a hectic and modern lifestyle without having to stop and think about outfit changes during the day. The idea behind the GANT Diamond G Collection is to provide solutions to those with a modern, sophisticated and global mindset – the tastemakers, leaders, thinkers and doers of today and tomorrow.

A few keywords associated with the GANT Diamond G collection are "Uptown- Downtown, "Desk-to-Dinner" and "Travel." The collection focuses on versatile and adaptable tailoring, travel- friendly shirts and suiting as well as modern separates. The outwear pieces are city centric – light and packable, trans-seasonal, inspirational and of course, iconic.



“ It’s our privilege and an absolute honor for LIWA Stores to be associated with a powerhouse, iconic global fashion brand like GANT. Over the years, our partnership has gone from strength to strength through a happy confluence of common vision, solidity of intent and ambition, the dedication and sincerity to outreach the brand in the most appropriate retail eco systems and back that with consistent commitment of resources, infrastructure, people and market understanding “echoed **Aniss Baobeid, CEO, LIWA Stores.**

So, for all those who relish superior style, uber sophistication and extreme comfort, get ready to take your next GiANT step!

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